Expression of Interest for GNSO representatives - Third Accountability and Transparency Review (ATRT3)

Overview:

This call seeks individuals interested in serving as a Volunteer Review Team Member on the Third Accountability and Transparency Review (ATRT3). The composition of the Review Team ideally will be balanced for diversity and skill.

Candidates are asked to fill in, save and submit their application forms to **gnso-secs@icann.org** by **Tuesday 30 October 2018 at 23:59 UTC**.

The entire contents of this template, as well as any other supporting documents will be published on the [GNSO Standing Selection Committee wiki page](#). Accordingly, please be mindful of any personal information submitted, and please inform us if any of this information should be redacted from the public posting.

How to complete your application:

1. This application form is divided in 4 main sections:

    - Applicant Information
    - Expertise
    - Skills
    - Motivation for serving on the Review Team

2. All sections of each form need to be filled in by the applicant. If given criteria (e.g. expertise) does not apply to the applicant, (s)he will leave the box empty.
3. Once the applicant has completed the form, (s)he will save it on his or her computer/tablet/smartphone.
4. The applicant will create a new email message addressed to **gnso-secs@icann.org**, attach the form which (s)he previously saved and submit their application for consideration.
5. The applicant shall submit his or her application before **Tuesday 30 October 2018, 23:59 UTC**.

Applicant Information

Last Name: Varlese

First Name: Erica

Gender: ☑Female ☐Male

Country: Brazil

Geographic Region associated with the domicile of volunteer:

☐ Africa ☐ Asia/Australia/Pacific Islands ☐ Europe

◉ Latin America/Caribbean Islands ☐ North America

Confirm the Advisory Committee/Supporting Organization with which you wish to seek a nomination from to the ATRT3 Review Team:

☐ALAC ☐ASO ☐Other

☐GAC ☐ccNSO ◉GNSO

1. Current vocation, employer and position:

Policy and Compliance Officer at Knock Knock WHOIS There (.blog)

2. Type of work performed in 1 above and declaration of relationships with entities holding a Financial (or declarable) Interest in ICANN:

Knock Knock WHOIS There (KKWT) is the registry provider for the .blog gTLD.

My work at KKWT centers around ICANN policy and compliance. KKWT is a wholly-owned subsidiary of Automattic, the company behind WordPress.com. Because we are a vertically-integrated registry, I focus on compliance, particularly in relation to Specification 9 of the Registry Agreement, as well as ICANN policy through participation in relevant stakeholder and working groups.

3. Identify any financial ownership or senior management/leadership interest in registries, registrars or other firms that are interested parties in ICANN policy or any entity with which ICANN has a transaction, contract, or other arrangement:

KKWT is the registry for the .blog gTLD. We have a presence in the Registries Stakeholder Group and Business Constituency.

Automattic, the parent company of KKWT, is an ICANN-accredited registrar with members in Registrars Stakeholder Group.
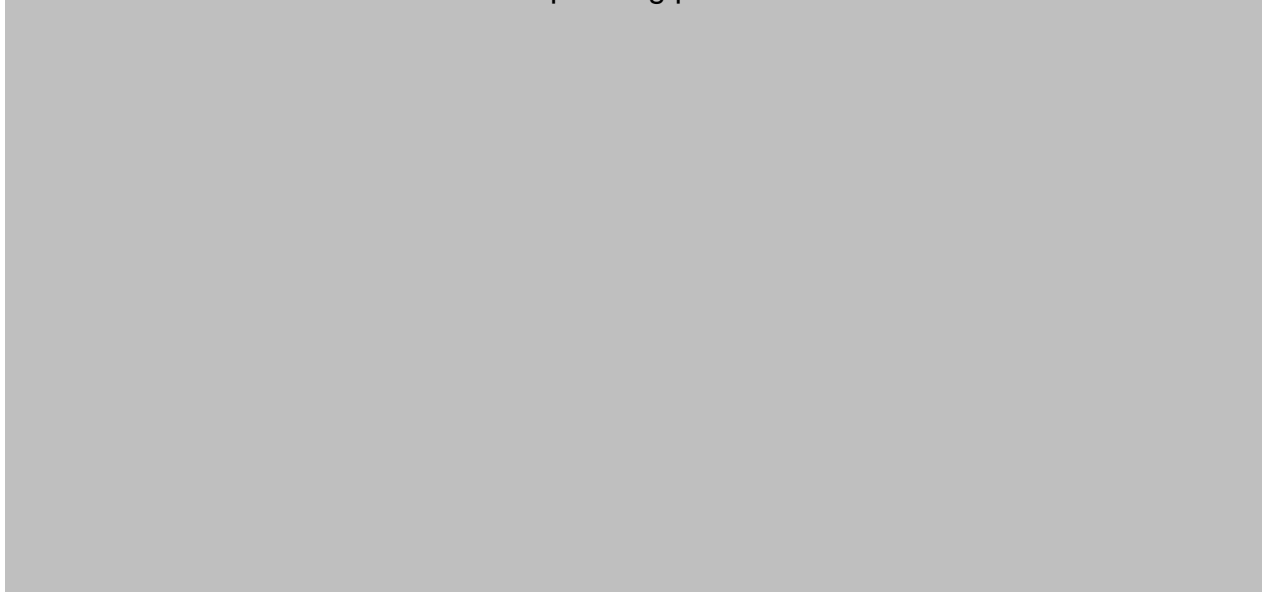
4.   Are you, or a company you work for:
   - **An applicant for a new gTLD with a pending application?**
   - **Providing advice to any new gTLD applicants with pending applications?**
   - **Otherwise involved in an application submitted (and pending) for the New gTLD Program, such as providing service in support of an applicant or having a financial interest in an applicant?**

If your answer is yes to any of the above, please identify the interest you have in the pending application submitted for the New gTLD Program.

5. Identify any type of commercial interest in ICANN policy development outcomes or the outcomes of this ATRT3 review. Do you represent other parties in any PDP or other ICANN related processes?

I am a member of the Registries Stakeholder Group and an employee of a registry, both of which have an interest in ICANN's operating procedures.

6. Prior member of the 1st or 2nd ATRT Review Team or was an active contributor to its work

☐ Yes ☑ No

7. Education

Drew University, Madison, NJ
Bachelors in Anthropology and French (Summa Cum Laude)
2009

8. Professional Certifications

9. Language

English: ☑ Native Speaker   ☐ Fluent   ☐ Conversant   ☐ Basic Knowledge

Expertise

Please assess and explain how your knowledge, experience and expertise address the criteria listed below. Leave the box blank if not applicable to you.

- Performance assessment and audits
- Good governance and board performance
- Performance measurement
- Process improvement
- Knowledge of recognized frameworks for organizational excellence
- Principles of accountabliity applicable to organizatoins broadly similar to ICANN

- For three years, my primary responsibility as a hiring team member at Automattic was to assess and evaluate the performance of potential new hires to the company. Similarly, at Automattic, I've managed a team of 20+ people, assessing both individual and team performance in relation to meeting our goals for customer support and retention. As a team lead, it was equally my responsibility to both identify areas of improvement to make our work more efficient and to create an environment in which my team members felt encouraged to suggest and implement changes to enhance our performance.

- I'm an active member of the WordPress community, which highly values an open internet, transparency, and open source software.

- My 8+ years of experience in both the non-profit and customer support industries mean I have an in-depth understanding of the challenges that face large organizations providing services for a highly diverse customer base. Likewise, my background in online customer service allows me to take highly technical language and translate it into something understandable for the broader internet population that ICANN seeks to serve.

Skills

Please assess and explain how your knowledge, experience & personality meet the desired attributes listed below. Leave the box blank if not applicable to you.

- Commitment and time to participate
- Understanding of the Multistakeholder community
- Team spirit, adaptability, consensus-seeking attitude
- Willingness to learn
- Readiness to contribute
- Capacity to reason objectively, putting aside personal opinions or preconceptions
- Analytical skills

- As indicated by my experience with the open source WordPress community, I have a passion for transparency and building an open internet.

- I'm interested in and available to take on the long-term commitment of joining the ATRT3 team.

- As an employee of KKWT, which has a presence in both the Business Constituency and Registries Stakeholder Group, I understand and respect the various interests and needs of ICANN's multi-stakeholder community.

- My educational background in Anthropology and my linguistic skills (I speak English, French, Italian, and Portuguese) allow me to view a variety of perspectives from an objective angle, understanding that the opinions/needs of individuals and groups within the broader internet community are influenced by a variety of factors.

- I have excellent writing skills that can contribute to the final report, as indicated by both my five years of experience in online customer support and my educational background that included an undergraduate thesis.

- My work at Automattic and in the WordPress community has given me an in-depth understanding of the infrastructure of the web, as well as the unique ability to take highly technical information and make it accessible to end-users who may have less specialized knowledge in domains, hosting, and the internet as a whole.

- I am a highly-organized person who, once given a deadline, will go above and beyond to ensure the task is completed either on or before the given date.

Motivation for Serving on Review Team

Please provide your interest in serving on the Review Team and what you will bring to the team if selected.

Both personally, and professionally, my career has focused on the importance of transparency and accountability online. Through my work within open source communities and, now, within the ICANN community, the common thread has been to advocate for a more open and democratic internet.

As such, accountability and transparency within the organizations that maintain and support the internet is critical to this mission. Participating in the ATRT3 to accurately review and assess ICANN's performance of its commitments to public interest aligns with those goals.

As a team member, I will bring to the table my dedication to openness and transparency, as well as a strong work ethic to collaborate and complete the review in a timely manner. My personal background in both the non-profit and technology sectors are also indicative of my passion for the work ICANN does and allow me to offer a fresh perspective on ICANN's effectiveness, successes, and areas of improvement.