

APRIL 27, 2018

Interested Voters

At-Large Community

Greetings,

I'm writing to discuss my candidacy for membership in the At-Large Advisory Council (ALAC). First, I'd like to thank Alan Greenberg for nominating me and you, the community, for considering me for this important role. I believe the At-Large community within ICANN to be at a crossroads. With the perfect storm of the IANA transition (giving the ALAC additional power), the recent At-Large Review and the current budget constraints, the community is under more scrutiny than ever before. These circumstances represent both risk and opportunity and it is my hope to help the community capitalize on the opportunity.

Prior to joining the At-Large community, I was a member of the IPC in my role as President of ACT|The App Association. While ACT *are* champions of IP around the world, the true impetus of my participation (at the behest of my members) was concern over the future of the multi-stakeholder model and the potential for a UN or ITU incursion into the ICANN mandate. Consequently, my record over the past 13 years has been as reformer, not staunch IP advocate. A critic of Board and staff overreach and inconsistency from the start, I have preached the gospel of "metrics" for so long that I have come to be known as Metrics Man, a moniker of broad applicability to the reform effort that lies ahead for the At-Large. My advocacy led to the first board resolution specifically dealing with metrics which still stands as the only "named" resolution. I went on to chair the WGs that sprang from that resolution, developing the metrics which now form the basis of the DNS Marketplace Health Indicators. After, I chaired the Non-PDP WG on Data in Policy Development where we rewrote the templates for WG Issue Reports, Charters and Final Reports, to include the use of data and measurable success metrics. I went on to advocate for, and play a critical role in, the development of a new accountability framework for ICANN prior to the transition. My time as part of the CCWG on Accountability, while grueling, was perhaps the most rewarding of my career. Currently, I am finishing my tenure as the Chair of the first Competition, Consumer Trust and Consumer Choice Review where I have been able to develop an even better understanding of the needs of end users.

The At-Large is at a point of transition and reform and I believe I can play a valuable role. With my background in Business Process Reengineering (BPR), consensus building and ICANN policy development I believe I am well suited to help the At-large community develop its next incarnation. The ITEMS review points most of all to glaring challenges in perception and influence and, in addition to the new reporting, I believe these are best addressed through focused consensus building, consistent "branded" participation and targeted advice.

The At-Large community and structures hold out the promise of truly representing end user concerns surrounding DNS policy rather than the more ideologically based prescriptions delivered by others in the ICANN community. It is this practicality, together with the critical perspective of the user in these tumultuous times, that drew me to the At-Large and I look forward to meeting that challenge.

Warm regards,
Jonathan Zuck
Executive Director
Innovators Network Foundation