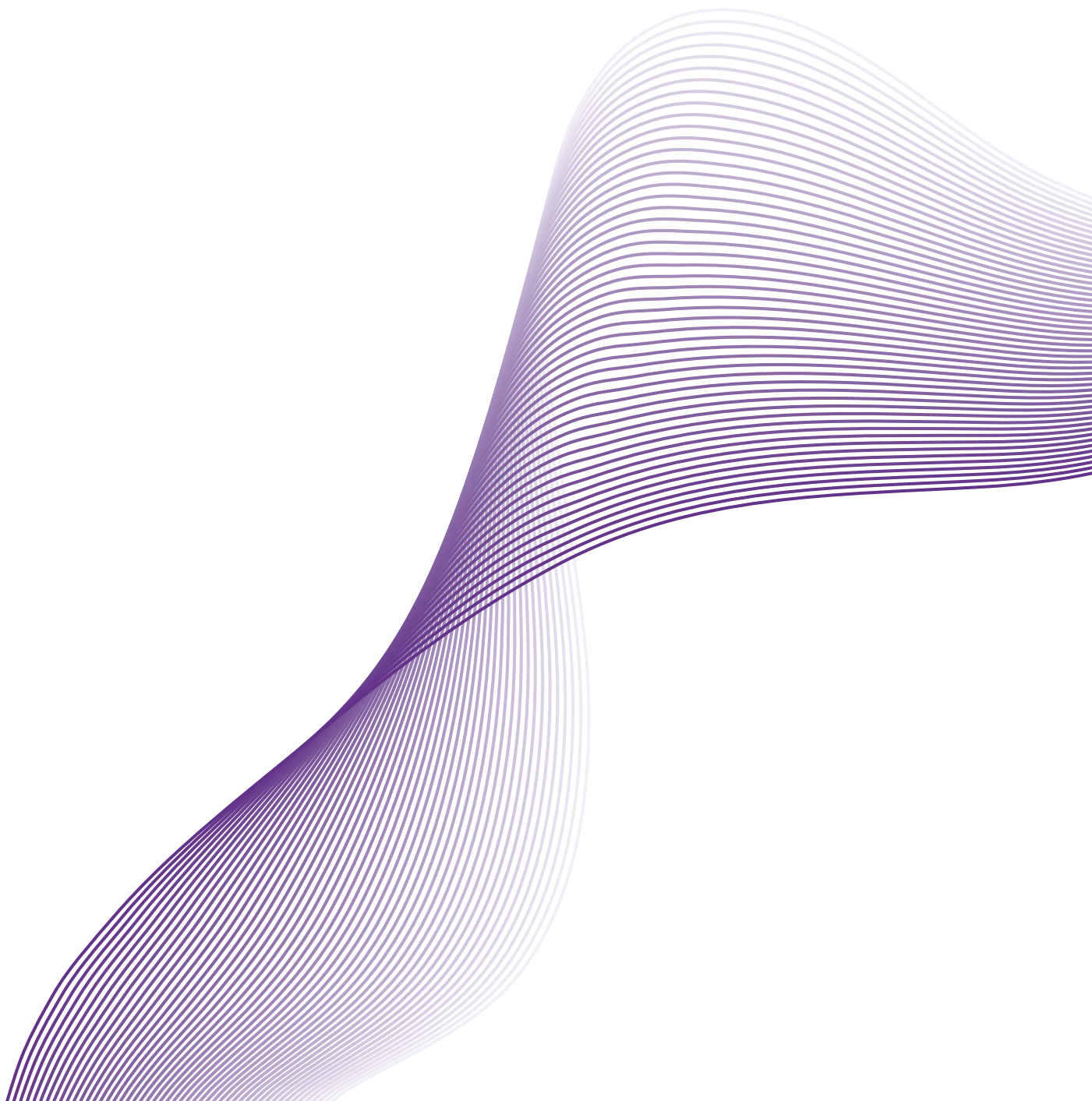


nominet[®]

Non-executive director elections 2011
Candidate statements



This booklet contains the election statement and curriculum vitae of each candidate standing for the non-executive director positions.

The Role

Nominet's Board is responsible for making strategic and policy decisions and for the oversight and good governance of the Company. Board meetings are currently held every two months and take one day each. In addition directors are expected to attend induction sessions, committee meetings (there are several Board sub-committees), strategy away days and other official events. One Board member is also on the Board of Nominet Trust. The minimum time commitment will be 26 days per year, though the time required can be considerably more.

Non-executive director responsibilities

- Contributing to strategy - by bringing an external perspective and their skills and experience to strategy development.
- Contributing to developing a cohesive team – by being team players and participating in the strengthening and development of a high performing team at Board and Senior Management level.
- Oversight - by monitoring and reviewing the performance of executive management in achieving the company's vision and strategic objectives.
- Support – by bringing their external perspective, skills and experience to supporting the leadership and development of Nominet going forward.
- Networking - by making connections with their own networks of contacts to enhance the company's public standing and reputation.
- Committee membership – by serving on sub and ad hoc committees as appropriate.
- Other participation – by participating in Nominet member, customer and other stakeholder community events. This may include participation in the policy development process for .uk.
- Avoiding conflicts of interest – to ensure that you do not allow yourself to be compromised by any interests other than those of Nominet.

Person specification

The ideal candidate for this role would match the criteria below.

Qualifications and experience

- Demonstrable ability and preferably experience of being a high-performing non executive director.
- A successful track record of leading the formulation and delivery of successful corporate objectives, strategies and policies.
- Demonstrable experience in a high performing team at board level.
- A track record that demonstrates a solid understanding of the efficient and effective management of an organisation's financial, human and other assets, and evidence of having delivered improved performance and the better use of resources.

- Evidence of having made an outstanding contribution within your industry or profession.
- A track record of making independent, well-balanced and sound judgements, particularly when under public scrutiny or subject to lobbying.
- Background in commercial and/or non-commercial environments.
- Effective and confident communication skills - listening, written and verbal.
- A track record of consensus building with stakeholders both within and outside your organisation.
- Experience of operating in dynamic strategic environments.

Ability, skills and knowledge

- The resilience and integrity to reach well balanced judgements in an impartial, objective and transparent manner.
- An ability to consider the wider issues rather than be involved in the detail.
- Demonstrate a sense of depth and rigour in decision making.
- An understanding of the cultural differences of private and public sector stakeholders.
- An understanding of the Internet, as a user.

Personal Style and Behaviour

- Demonstrate a clear thinking and practical style.
- Good communication skills and a clear speaking style.
- The ability to listen to and empathise with stakeholders at all levels.
- Be personally credible to stakeholders.
- Work constructively with Nominet's staff and other Board members.

List of candidates

Dickie Armour	6-7
Nora Nanayakkara	8-9

Proposed by: Gordon Dick

Seconded by: Matt Mansell, Mesh Digital Ltd

Curriculum Vitae

Business History

I am General Manager of Fibranet Services Ltd and have been involved in the group directly and indirectly since 1999. I have over eleven years experience of running Internet based businesses predominately based around domain name registration, software and web development and web hosting. Our main business interests are www.freeparking.co.uk and www.fibranet-services.co.uk.

Prior to the dot com crash I was Global Head of Sales concentrating on eCommerce software. After the crash I ran the dedicated server business within NTWebhost and PowerHost. Both businesses were successfully sold to Tollon Ltd in December 2002 and I went as part of the deal. I was Managing Director of Tollon for two years and oversaw all aspects of the hosting business from domain name registration and hosting through to broadband and software development. I sat on a round table forum at Microsoft's first ever UK Hosting event and worked closely with Microsoft whilst we adopted their SPLA licencing model. Having served my time at Tollon I left and came back to Fibranet Services Ltd.

In 2006 Freeparking became an ICANN accredited domain registrar and this has helped increase Freeparking's profile both nationally and internationally.

I also have an interest in a membership club; www.businessmentorsclub.com with a couple of friends. It's my way of giving back to local businesses who need help and guidance on their businesses. The club meets usually once every two months and the members all bring an issue they need help with and get advice and feedback from all the other members.

I'm very active on Social Media using platforms such as Twitter, Facebook and LinkedIn. Social Media is a brilliant marketing tool and all businesses should be embracing the use of it. I run monthly evening workshops via www.learnsocialmedia.co.uk to help business people understand social media.

Prior to my Internet business life I was a stockbroker in the City for just over sixteen years. I began on the floor of the Stock Exchange and in 1983, at seventeen; I was the youngest dealer on the floor. I saw huge changes during my career, from Big Bang in 1986 through to the introduction of electronic trading in the late 90s. The last firm I worked for in the City was Cantor Fitzgerald International where I helped introduce their e-Speed business, a new electronic trading platform which the market makers used to enter their own prices into Cantor's systems. It was the first of its kind.

I have over twenty seven years experience in business, well developed interpersonal skills and a proven background in developing and maintaining business relationships at the highest levels. I am self motivated, highly positive and a good team player. I am honest and still follow the Stock Exchange's motto; "Dictum Meum Pactum": my word is my bond. I have been successful in helping run many businesses across a range of sectors and I hope to put these skills to good use for Nominet.

Declaration of Interests

I stood for election twice before in 2007 and 2008.

Nominet maintains a register of Directors' interests. I would of course declare any interests I have along with any potential interests members of my close family might have, in accordance with best corporate governance practice. During a board meeting I would of course declare any conflict of interest on a case by case basis. If necessary I would withdraw from that part of the meeting.

I have not been involved in any legal actions involving domain names or Nominet DRS cases.

I am not involved in any ongoing matters/investigations of any nature.

Election Statement 2011

I am passionate about Nominet and its future and believe I have the business acumen, and that my many years of experience running a variety of businesses, will be of value to Nominet. I have no hidden agenda and I think you'll see from the details on my personal website (<http://www.dickiearmour.me.uk>) that I am an honest, genuine and decent bloke who loves life.

Nominet is a very successful company with an ever increasing turnover. It is a sizeable business and the membership needs to make sure that the non-executive directors not only have the relevant experience in running businesses of this stature but also have the key skills that Nominet need and are currently lacking. I'm not a political animal and won't be running an aggressive campaign based on anything other than I have the financial and business acumen to make a positive contribution.

Nominet's marketing team introduced the Registrar Resources section of their website and I would like to see this area expanded. Using my extensive sales and marketing experience I hope to work closely with Phil Kingsland and his team to help raise Nominet's profile and offer further sales and marketing support to all members.

I'd also like to help Nominet with their use of social media and get more of the team using it. As we continue through 2011 and beyond it will play more and more of a role in marketing and there are some clever things Nominet can do to help it's membership.

As some of you will remember from my election statement in 2007 I stated "I would like to see the surplus used in a sort of Nominet Trust Foundation way for the greater good of the wider UK Internet community". So I was thrilled when the Nominet Trust was launched and I've been really impressed with the work they've done to date.

It's great to see Nominet now entering a new phase after putting the troubled times of recent years behind them. I've wanted to be involved for a few years now and to have that opportunity would be brilliant. I will be on the board to reflect the interest of all members and other stakeholders.

I supported Nominet's series of special resolutions for proposed changes to the Articles of Association, especially the addition of two appointed non-executive directors to the Board. I found it strange and concerning that Nominet could only appoint non-executive directors via an election process, in which only a minority of members vote. I think Nominet has lost out on some very good candidates and some past non-executive directors in the past and I believe the introduction of appointed non-executive directors will help ensure Nominet is better placed to get the necessary talent and skill sets it requires.

Nominet has some exciting and challenging times ahead and needs to make certain that it remains well placed to react to the rapidly changing marketplace. I believe I will make a positive contribution and I ask for your support.

Election Answers

Question A

Nominet's constitution provides that its activities are to be carried out for the public benefit. In the context of a domain name registry, what does this mean to you?

Nominet represents the public when looking after the .uk registry. The Internet is a self-regulated industry and I think that's a great thing. This allows Nominet to be flexible enough that it can move with the times without being wrapped up in unnecessary red tape. The .uk domain name space is a valuable asset and not only does Nominet represent the membership; it also represents the public and does a brilliant job of both in my opinion.

Question B

The Nominet Board places a high degree of importance on each director being able to exercise independent judgement, free from any conflicts of interest. Please describe how you would be able to fulfill your duties in the light of your involvement in the domain name industry or your other commercial interests.

I've been a man of my word all my life. My election statement explains that the motto in the Stock Exchange is "My word is my bond". I am very able to put aside any personal or business interests and look at the whole picture from an impartial viewpoint for the benefit of Nominet and the entire membership. Of course if and when and potential conflicts arise, I will remove myself from the meetings.

Question C

As a non-executive director you will be given access to confidential information about Nominet's business and the commercial dealings which Nominet has with each of its members. In the light of Nominet being a membership organisation, and any member relationships that you may have, please describe how you will comply with your confidentiality obligations, and avoid the perception that one or more members may be given an unfair commercial advantage as the result of your election.

I am standing to represent nobody but myself. I am not a political animal. As said before, my word is my bond, I will take all confidentiality obligations seriously and would never give any unfair commercial advantage to any Nominet member.

Question D

Joining the Nominet Board is a serious commitment both in terms of preparation time and attending meetings. We estimate a minimum annual commitment of 26 days. In the light of your other employment, business and personal commitments, please describe how you are able to meet this commitment.

Fibrant Services Ltd is committed to Nominet. We respect the work that the board and staff have done over the 11 years we've been involved and as General Manager, I am free to find time for important commitments. I have the fully backing of the company in this application.

Proposed by: Michele Neylon, Blacknight Internet Solutions Ltd

Seconded by: Mark Boost, LCN.com Ltd

Curriculum Vitae

Contact Details:

Web: www.nanayakkara.co.uk
Email: nora@nanayakkara.co.uk
Tel: 07738 195 266

Summary

I am passionate about .uk and strongly support self-regulation of the industry so that all stakeholders can be certain of a valuable, online infrastructure in .uk that is safe, secure and capable of hosting British business online. I am a strong and confident communicator with experience of developing business development strategies to deliver business targets. I focus on supporting Nominet to achieve its strategic objectives and encouraging an efficient deployment of the organisation's resources to ensure its aims are achieved within our public purpose mandate. I provide constructive oversight, positive tenacity and resilient impartiality in decision making.

I bring an informed perspective of the international domain markets to the Board. If re-elected, I will continue to reflect and channel the .uk Membership's input into Nominet's policy and strategy formation so that we may all be assured of a dynamic, competitive and stable .uk market for many more years to come.

Professional Experience

2009-Present: Member-elected Non Executive Director (Nominet)

2009-2010: Member, Remuneration Committee

2010-Present: Member, Audit Committee

2010-Present: Chair, Nominations Committee

As a Member-elected NED, I bring broad industry perspective to the Board, contribute to strategy development, provide oversight of and support to the Executive in their efforts to achieve Nominet's vision, leverage networks, share relevant specialist knowledge and work to build consensus.

2010-Present: Trustee; Nominet Board Representative (Nominet Trust)

I am responsible for oversight, strategy and decisions on investments in initiatives that contribute to a safe, accessible Internet

2007-Present: Various/Marketing and Communications (Sedo Holding AG)

Originally responsible for the launch of Sedo's UK office in 2007 as a business development director, tasks included sourcing a location and team, leading client acquisitions and the effective implementation of strategy. I have previously held team leadership, domain brokerage and operational roles internationally at Sedo.

My role now involves developing and executing successful multi-channel communications and stakeholder education programmes, including media relations and PR. As of June 2010, this role evolved to a pure marketing and communications role, which I fulfil on a part-time basis from my home office.

2009-2010 Member (Pilotlight UK)

As a member, or "Pilotlighter", I provided business consultancy to small charities to support their social visions and ensure strong, sustainable organisations. This involved business planning, setting strategic priorities, advising on effective financial management and helping these charities ensure sustainable and long term funding.

2007-2009: Elected member of Policy Advisory Body (Nominet)

I provided advice on non-operational guiding principles of .uk. This included providing policy advice, bringing to the attention of the Board critical policy issues affecting the .uk namespace and the periodic review of current policies

Education, Training and Development

MBA, Master of Business Administration
University East London / Rheinische Fachhochschule (2005 – 2007)
Joint Honours BA, German and European Studies
University College Cork (1999 – 2003)
Diploma of Association, Speech, Drama and Communications
London College of Music (1997 – 1998)
Advanced Financial Modelling at Hemsley Fraser
Public Relations and Multimedia communication at Lewis PR

Declaration of Interests

I hereby confirm that the contents of my election documents are true, complete and not misleading. Please find below a full and complete disclosure of my interests and potential conflicts of interest.

I am a Member-elected Non Executive Director at Nominet. I have held this post since June 2009. Two Nominet Members (Blacknight Solutions and Advantage Interactive) proposed and seconded me and have kindly supported my re-election bid this year also.

I am a part-time employee of Sedo Holding AG, a supplier of online performance-based marketing solutions. This organisation includes Affilinet, an affiliate marketing business and Sedo, a domain name marketing business. Sedo Holding AG was founded in 1995. The principal shareholder is United Internet AG. You can read more about the business at www.sedoholding.com. In this role, I provide marketing and PR support in a part-time, remote-office capacity.

I am neither a Board member nor a shareholder in Sedo Holding, United Internet or any of its subsidiaries. Likewise, I am neither employed by, nor hold shares in any other domain market operator.

I am a Trustee of the Nominet Trust. The Nominet Trust is a UK registered charity founded to provide support to organisations and projects working to increase access to the internet, online safety and education, and who apply an innovative use of the internet for achieving our areas of focus. It was founded in 2008 by Nominet with start up funding of £5m. Nominet's vision is of a world where the Internet is a trusted space, which everyone can be part of and has a positive impact on people's lives. Nominet Trust works independently of Nominet to realise this vision. This is an unremunerated position.

I am in the process of becoming a Trustee of Voluntary Action Epping Forest (VAEF), which is an umbrella organisation that provides advice, information and development support services to voluntary and community organisations and volunteers in the Epping Forest District. This would be an unremunerated position.

I have a very small number of personal domain names for personal use (e.g. www.nanayakkara.co.uk)

Election Statement

I am standing for re-election this year as a Member-elected Non Executive Director and would be very grateful for your renewed support this year.

I pledge to support Nominet and its Membership by bringing a balanced and informed perspective of the international domain markets to the Board. I will continue to reflect and channel the .uk Membership's input into Nominet's policy and strategy formation so that we may all be assured of a dynamic, competitive and stable .uk market for many more years to come. I'll continue working to support self-regulation of the industry so that our Members and wider stakeholders can be certain of a valuable online infrastructure in .uk that is safe, secure and capable of hosting British business online.

During my two year term at Nominet, I have contributed to strategy and policy formation, while supporting the Executive in achieving Nominet's vision and objectives. Nominet's Chair has assured me that I carry her full confidence as a Board member standing for re-election. This is reflected in my appointment by the Board as its Trustee representative to the Nominet Trust and as Chair of the Nominations Committee. I have also served on the Remuneration Committee and currently sit on the Audit Committee.

My interests are declared on Nominet's register, which is reviewed by the company's auditors annually. In addition, I am of course willing to declare all interests on an ongoing basis at Board meetings if a potential conflict arises so they can be managed or mitigated as appropriate. I have an excellent Board meeting attendance record and regularly attend additional events and workshops, including the .uk registrar conference and the Internet and Parliament conference. My work at Sedo has given me a grounding in the delivery of corporate objectives and a highly successful track record in business development of intangibles like domain names. I now work part-time for Sedo UK, from my home office, where I provide marketing and PR support for their English-speaking markets. I am a strong, confident communicator and over the past two years have demonstrated my ability to make balanced and sound judgements in an independent and objective way.

Together, we have achieved a lot at Nominet since June 2009, but we still have a long way to go and the backdrop of international industry development and growing competition never slows down. I believe that the combination of my experience to-date at Nominet, my network in the Membership, the wider stakeholder community and the not-for-profit sector along with my experience of the realities of the .uk market qualify me as a candidate for your consideration. I would like to leverage my experience to-date to the organization's and your advantage and am highly motivated to continue my work at Nominet. I would therefore be grateful for your continued support and ask for your vote as a Member-elected Non Executive Director in this year's election.

You can read more about me at www.nanayakkara.co.uk or contact me at nora@nanayakkara.co.uk.

Election Answers

Question A

Nominet's constitution provides that its activities are to be carried out for the public benefit. In the context of a domain name registry, what does this mean to you?

To me, this means that Nominet aims to be independent and to uphold public benefit principles such as transparency, accountability and universal accessibility to .uk. I believe it also means that participation in our policy process should be open to all.

Public purpose is an important element in Nominet's constitution as it provides, in my opinion, a basis for all we do; that our work be underpinned by a stated objective to work in the best interest of .uk and of all our stakeholders.

On a basic level, when the Board considers strategic issues and opportunities, it evaluates them in a way that gives consideration not just to the organization's goals, or those of our registrar Membership but also to the impact and outcome such issues would have on its wider stakeholders, which include .uk users, government, academia, commercial users of .uk and the entire digital ecosystem that depends on a positive .uk. I believe that it is vital for Nominet to include and engage with these stakeholders in the course of its policy process.

In the particular context of a domain name registry, I believe that the public benefit provision encapsulates our aim to work in the public purpose by using, developing and maintaining technologies, systems and processes which are effective, efficient, secure, stable and resilient and by meeting the needs of global .uk users. Nominet's public purpose is particularly evident in its efforts to promote the trust and confidence of users in the use of the Internet and .uk and in promoting consumer choice in the DNS. Such work benefits Members and the wider public stakeholder community.

Other examples of Nominet activities that are carried out for the public benefit include our support of the Nominet Trust and the development of resources like KnowTheNet.

Question B

The Nominet Board places a high degree of importance on each director being able to exercise independent judgement, free from any conflicts of interest. Please describe how you would be able to fulfil your duties in the light of your involvement in the domain name industry or your other commercial interests.

I am neither a shareholder nor a Board member at Sedo, its parent organizations or its subsidiaries; as a part time employee providing marketing and PR support from my home office to Sedo Holding (part of Affilinet), I am free to exercise independent judgement at Nominet and have demonstrated this during my term as a Member elected NED.

Prior to this, I had been a Nominet Policy Advisory Body (PAB) Member for an additional two years. During this time, I managed my duties to Nominet alongside my involvement in the industry according to best practice in conflict management.

It is inevitable that Member organizations like Nominet have to anticipate some potential for conflicts of interest in Member-elected Non Executive candidates. It is, I believe, important to recognize that industry knowledge and experience is helpful to Board discussions and contributes positively to the Board skill set. Since my election to the Board in 2009 I have managed any potential for conflict of interest by alerting the Chair to any potential conflicts and leaving the Chair and unconflicted directors to decide how to mitigate/manage the perceived conflict.

I am able to fulfil my duties as a NED, alongside my involvement elsewhere in the industry by avoiding unmanaged conflicts, exercising independent judgement and being very clear about the difference between my duty as a Nominet director and any other interest. Any potentially conflicting duty, any area where there may be the potential for any related third party benefit and any situation where my loyalty to Nominet is not exclusive and paramount is treated by me as a conflict of interest and managed as outlined above.

Question C

As a non executive director you will be given access to confidential information about Nominet's business and the commercial dealings which Nominet has with each of its Members. In the light of Nominet being a Membership organization, and any Member relationships that you may have, please describe how you will comply with your confidentiality obligations, and avoid the perception that one or more Members may be given an unfair commercial advantage as the result of your election.

As mentioned above, I am neither a Board Member nor a shareholder of any Member organization. I do, however, have links to many Members through personal relationships and one through my part-time employment; Sedo UK. I can only emphasize that my loyalty to Nominet is exclusive and paramount when I am fulfilling my role as a Member elected Non Executive Director and I do all I can to avoid the perception that any Member could gain a commercial advantage from my election. If there is the potential for any perception of unfair commercial advantage, I am very willing to abide by the same protocol I apply in the event of potential conflicts of interest (outlined above) in that I subordinate any interests other than those of Nominet and, if deemed necessary, I will recuse myself from discussions and have this minuted.; a protocol that I have followed since starting my term at Nominet in 2009.

I take my confidentiality obligations extremely seriously and always keep Nominet information completely confidential. I appreciate that Nominet must be able to uphold its reputation for high standards of business conduct and the public interest and therefore I always err on the side of caution and best practice when deciding on how to approach such eventualities. I can state that no Member has been given any commercial advantage as the result of my election last time round and I am certain that should I be re-elected this time, I will be able to say the same. I have spoken with the Chair prior to standing for re-election this year and she has assured me that bearing my performance to-date in mind, I have her full confidence as a current Board Member and as a candidate for Member-elected NED this year.

Question D

Joining the Nominet Board is a serious commitment both in terms of preparation time and attending meetings. We estimate a minimum annual commitment of 26 days. In the light of your other employment, business and personal commitments, please describe how you are able to meet this commitment.

I am very able to meet this commitment, as I have demonstrated in my Board term of 2009-2011. My attendance record at Board meetings is excellent and this ability to meet commitment expectations has been reflected in the Board's appointment of me as its representative to the Nominet Trust and as Chair of the Nominations Committee. I have also managed to successfully fit in other additional Nominet commitments such as ICANN attendance, Parliament and Internet conference attendance, .uk registrar conference, Nominet Best Practice Awards, Member lunches, AGMs and workshops etc. around Board meetings so I can engage with Members and other .uk stakeholders and reflect their views and input at Nominet.

Apart from my part-time role at Sedo, all other commitments are in the third-sector and are voluntary, unremunerated roles with a high degree of flexibility. These are planned in advance to fit around my primary calendar focus of Nominet and the Nominet Trust.

