

## **Appendix D13.3\_B**

### **Positions Descriptions.**

#### Chief Executive Officer

Responsible for overall and general management of the company. Will preside over all company functions and develop strategic vision to sustain growth, profitability and market leadership. Will be responsible for directing the firm's resources including establishing key company priorities.

#### Chief Operating Officer

Responsible to the Chief Executive Officer for implementing day-to-day business operations of a top level domain registry and registrar. Will oversee all business relationships. Will be responsible for the financial, technical and sales/marketing areas of the Company.

#### Chief Financial Officer

Responsible to Chief Executive Officer, participating fully in the strategic and tactical planning for the company. Will create operating plans and budgets to evaluate fiscal performance. Will ensure that business operations are structured to enhance the overall financial condition of the company and communicate results to internal management and the board. Will create and manage the systems, procedures and controls to enforce financial discipline. Will provide liaison with outside auditors, legal counsel, governmental agencies, tax consultants and other organizations that impact the financial condition of the company. Responsible for assuring the integrity, accuracy and completeness of the company's records and will ensure that financial statements are presented on a timely basis to the CEO, the board and regulatory agencies.

#### Chief Technical Officer

Responsible to the Chief Executive Officer for the overall technical guidance of the Registry, including technical operations, strategic technical planning, research and development, and top-tier technical support. Responsible for advancing the internet technology. Will work jointly with the CEO to define technical capabilities towards new products and features and the expansion of the business. Will file and defend patents.

#### Controller

Responsible to the Chief Financial Officer for hiring, training and maintaining adequate business office personnel to process and record financial business in accordance with generally accepted accounting principles.

#### Information Technology Manager

Responsible to the Chief Operating Officer and the Chief Technical Officer to hire and train Information Technology staff members to maintain the internal telephone, computer, networking and other technical systems utilized by technical support, office staff and other employees.

### International Sales/Marketing

Responsible to the Chief Operating Officer to develop a sales and marketing team throughout the world and build consumer awareness of the .Web Registry. This team will work closely with our advertising agency to implement marketing plans for critical areas of the world.

### North America Sales/Marketing

Responsible to the Chief Operating Officer to develop a sales and marketing team that will reach out in North America and build consumer awareness of the .Web registry, this team will work closely with our advertising agency to implement the Company's marketing plan throughout North America.

### Technical Support Managers/Level 2

Responsible to the Chief Operating Officer and the Chief Technical Officer. Responsible for daily operation of the ".Web" registry. Will hire, train and manage the Technical Support Staff - Level 1. Responsible for maintaining customer service database content.

### Sr. Technical Support Engineers/Level 3

Responsible to the Chief Technical Officer for the Level 3 technical support, the highest support level that normally addresses problems that are passed-up from the Technical Support Managers. Will maintain the ".Web" registry. Responsible for maintaining customer service database and managing quality assurance, beta testing and updates to the web site

### Engineering R&D Staff

Responsible to the Chief Technical Officer's research directives aimed at improving the utility and stability of the internet. Specific areas include improving and enhancing the functionality of the domain name system and increasing the efficiency of the registry system and development of new functionality.

### Human Resources Personnel

Responsible to the Controller, Chief Financial Officer for writing personnel policies and procedures, staying up-to-date on human resource law and employee relations, handling benefits enrollment, maintaining employee database, general office duties and handling special projects in the support of the Human Resources function.

### Information Technology Staff

Responsible to the Information Technology Manager for maintaining the internal telephone, computer, networking and other technical systems utilized by technical support, office staff and other employees.

### Technical Support Staff/Level 1

Responsible to the Technical Support Managers for providing customer telephone and e-mail support by resolving their inquiries. Will report unusual situations to Technical Support Managers and gather customer referrals for new company business.