



# CHRISTOPHER NORRIS

MANAGING DIRECTOR - DOMAIN BOUTIQUE

Dear Members

Thank you for your time and consideration for an auDA Board position. The opportunity to represent you is incredibly humbling and I welcome you to connect with me to help me better serve you all as Members.

I am the Founder of Domain Boutique, an Australian based domain brokerage firm. Over the past half-decade, I have led Domain Boutique through the evolution of the Australian domain name landscape. My key strengths are communication, leadership and community engagement, which are paramount for auDA to achieve its objectives, as defined in its Constitution.

I am confident that my core understanding of the domain name industry from the consumers perspective, is a vital perspective for the future success of auDa.

Throughout my career, I have managed portfolios of tens of thousands of domain names, and been responsible for substantially growing organic audiences as part of a strategic commercial plan.

I pride myself on my ethics and transparency. My commitment to you as Members, is that any policy changes are to be made based on factual evidence and substantiated claims. Through my governance, I will ensure that auDA is able to restore a deep connection with the community based on trust, and will instil the value of clear, concise and appropriate decision making. I understand the need for full transparency and for open and honest communication between auDA, its members and the general public.

auDA is uniquely positioned to forge ahead on its next chapter. If it has the right people and the right strategy, there will be significant opportunities ahead.

Thank you again for your consideration for this position

Christopher Norris



## CHRISTOPHER NORRIS

*Managing Director*

### EXECUTIVE PROFILE

A confident digital executive with a plethora of national and international business experience, Christopher has a voracious passion for growth and business development.

His success stems from a deep respect for transparency and passion for ethics and business integrity.

His leadership abilities have been demonstrated working with some of Australia's top minds across a range of digital projects.

### SKILLS

- Growth
- Communication
- Development
- Marketing
- Ethics
- Negotiation
- Advertising
- Leadership
- Management
- Ecommerce
- Strategy
- Sales
- Confidentiality
- Decision Making

### CONTACT INFORMATION:



[www.domainboutique.com](http://www.domainboutique.com)



### EXPERIENCE

#### Domain Boutique

*Founder & CEO, 2014 - Present*

- Globally recognised domain name brokerage service
- One of only a handful of brokers who have successfully negotiated the brokerage of a domain name for over \$1M USD, twice.
- Represented on the 2018 Domain Investors Working Group established by the auDA Board
- Educate clients on the benefit of a Domain Name
- Advise clients on the selection of a Domain Name

#### Mining.com.au

*Director, 2018 - Present*

- Successfully launched one of Australia's largest Mining news aggregators with a small team of tech entrepreneurs in mid 2018
- Accelerated national reach to over 300,000 views per month
- Global expansion expected by 2020

#### Crowdfunding.com.au

*Executive, 2017 - Present*

- Grown to one of Australia's largest equity crowdfunding platforms that's radically changing the way enterprises raise capital
- Responsible for the national rollout and market education of equity crowdfunding in Australia

#### AchieveLeads.com

*Co-Founder, 2014 - 2016*

- Founded company which held relations with multiple marketing companies in the United States to generate leads in the for-profit education space
- Increased conversion rates by over 6% on average
- Expanded successfully from the United States to Australia

#### News.net

*Domain & Content Manager, 2011 - 2015*

- Managed portfolio of some 40,000 domain names
- Negotiated and managed content agreements with the likes of Associated Press, Bloomberg, Reuters and Al Jazeera
- Was instrumental in the launch of a number of international news websites with over 1.5 million unique visitors per month at its peak



### EDUCATION

#### Queensland University of Technology

*Bachelor's Degree, International Business*

2009 - 2011



### INTERESTS

- Alternate Investments
- eSports
- Sustainability
- Fintech
- Blockchain
- Conservation
- Artificial Intelligence
- Emerging Technologies
- Social Media
- Reading