

Sandra Davey

Hi, I'm Sandra and I am honoured to share some information about myself to demonstrate my commitment to representing auDA Members and acting in the best interests of the organisation.

I'm a digital product manager who coaches other product managers and product teams. My experience comes from a successful career working with more than 30 digital B2C and B2B products across telco/internet, cross-platform media, sport, public information assets and advocacy.

I have contributed passionately and intellectually to the growth and promotion of the Australian Internet, from serving on the board of the Interactive Media Industry Association (now ACS), to working collaboratively on policy initiatives such as accessibility and domain names. I'm aware of the impacts of good, and bad Internet policy and, if elected, would bring my many years of industry experience to the auDA board.

As one of the co-founders and inaugural directors of auDA, my involvement during the mid 90's stemmed from a desire for .au namespace to establish open, transparent and accessible policy criteria. Invited by the Department of Communications and the Arts, I joined a small group of industry and academic specialists who spent 18 months creating auDA. It was critical then, as it is now, that Australia's multi stakeholder Internet community be founded on open and inclusive processes. I was tasked with ensuring that draft policies were publicly available, and the process was accessible. As a Director on the new auDA board, I would advocate for the same transparency, accountability and active engagement with Members and the broader Australian Internet community.

I also Chair NetThing (auIGF), an initiative to re-ignite Australia's Internet Governance Community. I was selected as Independent Chair not only because of my knowledge of the Internet Community but because of my non-partisan reputation and ability to work effectively within complex multi stakeholder environments. I empathise with multiple perspectives and believe my experience in this context would add real value to the Board and to auDA's transformative agenda.

Finally, I currently have the privilege of serving on the Board of CHOICE. As a policy-focused organisation that represents and advocates for its Members, it shares many similarities with auDA. I would bring to the auDA board, every good governance practice I've learned at CHOICE, along with the communication and other skills developed in serving member-based organisations.

If elected, I will act fairly, transparently and with integrity. People know me to be authentic, ethical and trustworthy. I have worked hard to develop the self-awareness and listening skills that are essential attributes when working with bodies that must fulfil a high-profile public purpose and also serve both Members and the broader Internet Community.

Fostering a new culture within an established environment can be a huge challenge but I'd strive to engage with peers, colleagues and Members in open, inclusive, and accountable ways.

I really would love to serve as a Director of auDA and would do so with a combination of clear-sightedness and enthusiasm about auDA's future.

Sandra Davey

I'm a motivated, outcomes focused, collegiate leader with 25+ years in Internet/digital technology and have successfully created and launched more than 35 customer focused products and services.

Working in fast paced and innovative industries, I am experienced in digital and tech disruption giving me real capability in guiding businesses to meet the current and future challenges and opportunities presented by technology, data and digital.

As an agile practitioner and product coach I bring a strong focus and commitment to the principles of accountability and transparency.

Over 20 years I have developed capabilities and experience critical for effective Board participation. I remain focused at the strategic level but equally capable, when appropriate, to understand the business at its operational levels.

CHOICE has honed my governance experience and understanding of how risk and culture can be addressed at Board and management levels. A separate role Chairing the Internet Governance Community has exposed me to the nuances of working with multiple and diverse stakeholders.

I see oversight of an organisation's financial health is one of the most important roles of a Board. Recent experience participating in the CHOICE Investment Committee has sharpened my financial management and literacy skills.

KEY SKILLS AND EXPERIENCE RELEVANT TO BOARDS

Guiding Boards to take advantage of tech and digital: Along with the CEO and as Chair of AIMIA, we guided the industry association out of the .com crash, re-established its approach and grew membership significantly. At CHOICE we have guided the organisation through major digital and technology transformation including the re-architecting and rebuilding of core platforms and enablers, revitalisation of the digital product and services mix, and the establishment of its first innovation lab and commercial investment portfolio.

Customer led digital product and service development: Involved in the creation of more than 35+ digital products and services with notable industry achievements. I believe an organisation's approach to innovation must involve the core of its business as well as new opportunities for commercial exploitation. With a long history in digital product management, I've solid and deep experience with different business models in particular implications around membership and customer acquisition, retention and churn models.

Strategic use of data: Product management is all about data: quant and qual, and how it can inform businesses to make better product choices. I'm experienced in these areas along with working at the strategic level with emerging data and tech strategies.

Business and tactical agility: I'm a practiced agile product coach at the individual and team levels (product and software dev) and work regularly with leaders and leadership teams who are transitioning their businesses towards product and agility.

Cultural and organisational change: Deep understanding that culture and change starts with the leadership, and that culture, structure and an organisation's processes can be inhibiting if ignored, liberating if attended to.

Governance: Strong governance experience developed at CHOICE, Chairing the Australian Internet Governance Community, auDA and AIMIA. I'm a committed advocate of diversity and best-practice at Board level. The active management of risk is an ongoing practice and recent experience with a multi-million-dollar investment at CHOICE has required a strong focus and understanding of risk.

Membership organisations: Deep passion and experience working with membership-based organisations including auDA, IIA (now Communications Alliance), AIMIA (now Australian Computer Society) and CHOICE. Transparency, accountability, respect, trust and delivering value to members are the core ingredients for a continued mandate.

Multi-stakeholder engagement: Experience gained, particularly in the non-profit and internet advocacy sectors, has enhanced my ability to garner support amongst diverse groups. My peers recommend me as someone who inspires, guides and leads people, teams, as well as Boards.

Commercial acumen: Good attention to the business model and finances, I'm not afraid to question the metrics or numbers.

Questioning and open mindset: I am comfortable asking hard questions, putting my hand up for clarification, and of being conscious of the dangers of group think. With substantial knowledge and experience across technology, digital, data, and product, I am confident framing conversations and facilitating discussion and questions in these areas.

BOARD EXPERIENCE

Current Board Appointments

- CHOICE, Non-Executive Director (2012 – present): Australia's leading consumer advocacy body. \$20M revenue, 175,000 members
 - Chair, Board (2017 – present)
 - Chair, Investment Committee (2018 – present)
 - Chair, Governance Committee (2017 – present)
 - Member, Commercial Sustainability Committee (2017 – present)
 - Chair, Business Innovation Committee (now Commercial Sustainability Committee 2013 – 2017)
 - Member, Constitutional Reform Committee (2014)
- Independent Chair, Australian Internet Governance Community (auIGF)/NetThing (2017 – present): I am leading a process to re-ignite multi-stakeholder internet governance for the Australian Internet Community. I Chair a Steering Committee comprising multiple internet bodies including auDA, APNIC, EFA and Internet-AU, and the Federal Dept Comms.
- Board Advisor, Bush Heritage - (2017 – present): A national non-profit conserving biodiversity in Australia. \$20M revenue, 30,000 members.

Previous Board Appointments

- Connected TV Association, Non-Executive Director (2012): The CTVA was initiated to represent the growing importance of the connected TV (internet streaming and video) sector in Australia.
- Australian Interactive Media Industry Association, Non-Executive Director (2001 – 2009): Peak industry association for digital media and digital content companies. \$5M turnover, 800 members. AIMIA was absorbed into the Australian Association for Data Leadership (AADL) in 2015 and again into the Australian Computer Society in 2019.

- au Domain Administration, Non-Executive Director (2001 – 2009): Founding member and inaugural director of auDA, the entity that manages the .au Internet namespace. Under the auspices of the Federal Dept Communications and the Arts, a group of Internet industry experts were tasked with creating a non-profit entity to manage Australian domain names and handle the transition of the .au namespace from the Australian academic network, AARNET to this new entity.

EXECUTIVE CAREER SUMMARY

Founder and Managing Director, The Product Space	2015 - present
Country Manager, Netgem	2010 – 2015
General Manager, Product, vividwireless (Seven Group)	2009 - 2010
General Manager, Product for TiVo, Unwired (Seven Group)	2008 - 2009
Group Product Manager, Sport, Telstra	2004 - 2007

EMPLOYMENT DETAILS

See LinkedIn for detail: <https://www.linkedin.com/in/sandra-davey-13a33a/>

EDUCATION AND QUALIFICATIONS

Bachelor, Social Sciences, University Technology Sydney (95% complete)	1994
Strategy and Innovation Program, Sloan Executive Education, MIT	2015
Management and Leadership Program, Sloan Executive Education, MIT	2015

PROFESSIONAL DEVELOPMENT AND MEMBERSHIPS

ICA Agile Product Owner Accreditation	2019
ICA Agile Fundamentals Accreditation	2018
Australian Institute of Company Directors	2013

ADDITIONAL INFORMATION

Awards or Recognitions

▪ Inducted in the Australian Interactive Media Hall of Fame, Australian Interactive Media Industry Association (now part of AADL)	2015
▪ Outstanding Industry Contribution Award, Australia Interactive Media Industry Association (now part of AADL)	2014
▪ Vice-Chair, Accessibility Taskforce, Internet Industry Association	2001
▪ Co-founder, Australian Legal Information Standards Council	1997
▪ Co-author, Laying Down the Law Online, Published by Butterworths	1995

Community Involvement

GreenPeace and Salvation Army.

Interests

Seeker of knowledge through exhibitions, art and cultural events. I love live music, the Australian bush, gardening, and reading philosophy and fiction.

