

# Elaine Pruis

+1 509 899 3161

Intelligent \* Tenacious \* Honest \* Diligent \* Conscientious \* Hardworking \* Responsible \* Proven project manager  
Respected \* Focused \* Harmonious \* Contributor \* Positive \* Diplomatic \* Effective leader \* Fair \* Persistent \*  
Realistic \* Curious \* Innovative \* Considerate \* Thoughtful \* Developer \* Consistent \* Receptive \* Attentive \*  
Advocate \*

## **Donuts Inc.**

### **Vice President, Operations**

Director, Operations

[www.donuts.domains](http://www.donuts.domains)

**April 2014-Present**

January 2013-April 2014

**Information Technology and Services industry**

Donuts powers the world's largest and most diverse group of new, relevant and expressive Internet domain names. From .EMAIL to .FINANCIAL, .CHURCH to .RESTAURANT, and hundreds of other useful domains, Donuts offers businesses, individuals, organizations, families, and others fresh and meaningful Internet identities in a stable, secure environment.

As Vice President, Operations, Elaine is responsible for managing the Operations and Business Intelligence teams; strategic relationships; new product development and implementation; entering new markets; migrating and transitioning TLDs onto the Donuts platform; ICANN policy development; and industry best practices development. Elaine participates in strategic planning and decision making.

As Director of Operations, Elaine worked with the creators of the Donuts Registry to bring innovative products such as tiered pricing, Early Access, and Domain Protected Mark List to market. Elaine designed and managed processes to navigate hundreds of TLDs through very complicated steps to get to market. From application, to contracting, to delegation, to pricing, to launch, Donuts was at the forefront of operational design. Elaine's work at Donuts heavily influenced ICANN's Global Domains Division in their TLD onboarding process. Elaine also worked with the legal team to develop the Donuts Registration policy framework.

Elaine is widely regarded as an expert in the top-level domain space, with more than a decade of experience in policy work, business development, implementation, and operations. As evidenced by nominations to leadership roles by her colleagues in the industry, she is well regarded as a level-headed, fair, and knowledgeable defender of the Internet.

## **Minds + Machines - co-founder**

### **Chief of Registry Operations**

Chief Technology Officer

Vice President of Client Services

[www.mmx.co](http://www.mmx.co)

**June 2012 - January 2013**

January 2012- January 2013

January 2009- January 2012

**Information Technology and Services industry**

Minds + Machines is a Top Level Domain (TLD) name registry services company. Minds + Machines provided consulting for new TLD applicants, and full-suite backend registry operation services. Minds + Machines operated the .fm ccTLD and was selected as the backend registry services provider by 88 new gTLD applicants.

As Chief of Registry Operations, Elaine performed the following functions: worked with executive team to strategize and lead consulting and operations; lead the technical team in data center selection, hardware acquisition, installation, testing and registry system launch; lead the software development team to ensure conformity of the custom built registry system software to the new gTLD requirements; responsible for overall operations of the .fm registry, which included regular meetings with the .fm administrators and planning work with the network engineers; contributed to policy making through active participation at ICANN in the NTAG,

RYSG, and task specific working groups such as the TMCH; responsible for formal communication to ICANN through letters to the Board and through public comment periods regarding policy development and implementation issues (for example: root scaling, prioritization, Applicant Guidebook changes, TMCH); advised M+M legal team on domain registration policy creation, implementation, and enforcement; and was responsible for selection and hiring of new technical staff, as well as advising the CEO on other hires within the organization. Elaine regularly fielded questions from M+M clients regarding ICANN policies, explained domain name business processes, and provided registry application specific training.

Prior to the new gTLD application submission in her roles as CTO and VP Client Services, Elaine was active in all business development efforts including planning and client acquisition. Elaine successfully co-authored several proposals in response to RFPs, thereby winning clients such as: London and Partners (.London), the regional government of Bavaria (.Bayern), the Republican State Leadership Committee (.GOP), the American Bible Society (.Bible) and several others. Elaine was responsible for the content development and drafting of the technical section of the new gTLD application, covering subjects including registry architecture, DNS, security, escrow and failover. Elaine provided research and expert advice on other areas of the new gTLD application, and led a ten-person team in creating, collating, and uploading more than one thousand documents into the ICANN application (TAS) system. Elaine also led the M+M "Digital Archery" project. Proactive development work and testing head to head with other providers by her team resulted in early notification to ICANN that the DA system was flawed. Elaine was contacted by members of the ICANN Board for consultation, finally resulting in the abandonment of Digital Archery as a method for prioritization.

#### **Council of Country Code Administrators (CoCCA) - Liaison**

**September 2002 - March 2010**

<http://www.coccaregistry.net/>

**Information Technology and Services industry**

CoCCA is a not-for-profit member owned organization. Members are Country Code Top Level Domain (ccTLD) operators that select from services CoCCA provides to the community on a cost-recovery basis. Services include an EPP Registry Tool, Registrar Toolkit, Best Practice Policy framework, Complaint Resolution, ICANN Liaison, redelegation advice, security training and more. Elaine helped to integrate more than 250 registrars and grew CoCCA membership from three initial members to more than twenty during her time at CoCCA

As Liaison Elaine performed the following functions: new business development; liaise for CoCCA with ccTLD operators, accredited registrars, and customers; migrate ccTLDs to the CoCCA shared registry platform, invited speaker and representative of CoCCA at industry conferences; trained TLD operators on the CoCCA shared registry system, harmonized policy framework, and registrar module; advised users of policy and edited policy pages; and registry system administration.

#### **Field Representative - US Bureau of Justice Statistics**

**1999 - 2001**

<http://www.ojp.usdoj.gov/bjs/cvict.htm>

**US Government Agency**

The US Bureau of Justice Statistics is charged with gathering data pertinent to deciding US policy on several issues, including crime management.

As a Field Representative contracted by the US Census Bureau, Elaine was charged with contacting randomly selected members of the US population, gaining their trust and cooperation to complete long-term studies of crime, drug use, and other topics. Elaine successfully broke through initial distrust by the population and managed to gather the most personal information from interviewees at an ongoing 98% success rate (average is 90%). On behalf of the US Census Bureau, Elaine successfully completed two years of data collection for crime victim, drug use, housing, recreation, and welfare to work surveys. She was regularly awarded for high success rates and exceeding completion and deadline goals.

**Project Manager – Research Manager at Bavendam Research Associates**

1995 - 1997

<http://www.bavendamresearch.com/>**Management Consulting Industry**

Bavendam Research performs Organizational Communications research on behalf of companies seeking to improve productivity, and enhance performance and employee satisfaction. Because of this work experience Elaine maintains a keen interest in effective management and a sharp eye toward the variables that make a workplace productive, and a company successful.

Elaine's responsibilities at Bavendam Research included managing organizational communications research projects for corporations and start-ups, including ATT Wireless, Netscape, Starbucks, Perkins-Coie LLC. She regularly wrote data analysis code in SPSS (Statistical Package for Social Sciences) and produced data analysis output reports. Elaine interviewed a cross section of client personnel from janitors to CTOs in order to gather necessary data, and then presented the results of interviews, surveys, and analysis to the client's executive management. Elaine also trained new hires at every level of a project, and oversaw consultants hired for comment analysis.

**Education****Michigan Technological University**

1990-1995

Bachelor of Science Degree, Social Science: Science, Technology &amp; Society

**First in degree program, graduated magna cum laude**

Activities and Societies:

- Omicron Delta Kappa- Outstanding Campus Leader award recipient
- Blue Key Honor Society
- MTU Swim Team

MTU is ranked a "tech powerhouse" by the *Princeton Review's* "Best 361 Colleges."

**Central Washington University**

2006-2007

International Management and Managerial Communications Coursework

**Recommendations**

"Elaine was a member of a working group I co-chaired, working on defining ways of support for new gTLD applicants from developing economies. She was a dedicated member of the group who contributed both her time and expertise. She also showed innovation in proposing solutions and followed through on her suggestions. I had known Elaine for a while before this WG, but it was the first opportunity we had to work together. I valued her approach and enjoyed working with her." Avri Doria, Principal Researcher at Technicalities

"Elaine does an outstanding job. Support at it's best. I had to ask many questions to understand the system, but she always explained it in details so that even I could get it done. Very professional and polite person to work with." Stefan Hansmannn , Owner , Nanjing Imperiosus Technoly Co. Ltd.

"Elaine is a very knowledgeable professional, and one of the absolutely nicest people I know. I always look forward to have a chance to discuss new trends and projects with Elaine, and I truly admire her commitment and the great job she does with Cocca in helping smaller ccTLD Registries in getting a stable and reliable presence on the internet, positively contributing to the development of their internet communities."

Francesco Cetraro , Product Manager , Ascio Technologies inc - Group NBT plc

"Elaine represented CoCCA to me and other prospective users of their service. She was brilliantly on focus, had command of the service and the industry, and understood our somewhat unique needs. She had the needed information and gave us complete and deep technical and product details. Bottom line: if I had to hire a customer interface person, I would hire Elaine." Top qualities: Great Results, Expert, High Integrity

Randy Bush hired Elaine as an IT Consultant