

Jay Daley

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PROFILE

Global expert in domain names, specialist in trusted markets and services, big data pioneer, accomplished leader.

KEY COMPETENCIES

- Achieved ambitious organisational changes in the context of complex relationships and independently minded stakeholders.
- Continually exceeded financial targets both on revenue and cost control.
- Created strong teams with a self-sustaining culture of strong values, innovation and excellence that ensures the independent decision making of all staff is well aligned.
- Rebuilt, from the ground up, a wide range of business processes to maximise efficiency, repeatability and quality.
- Transformed out-dated technology strategies into leading edge services.
- Produced outstanding customer satisfaction scores in independent surveys.

EMPLOYMENT SUMMARY

NZRS Ltd	Chief Executive	2009 - current
Nominet UK	Director of IT	2002 - 2008
Brighton & Hove City Council	Head of ICT and e-Gov't	2000 - 2002
Brighton & Hove City Council	Network Manager	1996 - 2000
East Sussex County Council	Education Network Mgr	1991 - 1996
Contractor	Software developer	1989 - 1991
Ashdown Business Systems	Software developer	1988 - 1989
Morgan Grenfell Securities	Computer Assistant	1986 - 1987
RISG (global trade body)	Board Director	2010 - 2013
ENUM UK (UK trade body)	Board Director	2007 - 2008
Appleton School (UK)	Board of Trustees	2007 - 2008

EDUCATION AND PROFESSIONAL DEVELOPMENT

- Strategic Leadership Programme, Institute of Strategic Leadership, 2011
- Institute of Directors, Company Directors' Course, 2010
- Various company finance courses, 2004 - 2008
- PRINCE2 Practitioner, 2002
- ITIL Manager's Certificate, 2001
- Various lapsed technical certifications such as Novell CNE
- Attended University of Sussex 1987-88 studying Artificial Intelligence but left for family reasons before the completion of my degree.

EMPLOYMENT HISTORY

Chief Executive, NZRS Ltd (formerly New Zealand Domain Name Registry Ltd t/a .nz Registry Services)

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NZRS (www.nzrs.net.nz) is a provider of critical Internet service, the primary of which is the authoritative register of .nz domain names and the global DNS network that makes .nz work. NZRS is a commercial subsidiary of a charity and operates .nz on behalf of the NZ Internet community.

ACCOUNTABILITIES:

- Fully responsible for proposing and executing company strategy.
- Primary service of .nz is a register of 660,000 domain name contracts purchased by 250,000 current customers.
- Wholesaler to 80+ directly contracted customers (registrars) who have 20,000+ resellers between them.
- Global system receiving hundreds of millions of requests per day and with a 100% uptime requirement (otherwise the NZ Internet stops working).
- 15 staff.
- Represent .nz globally in industry fora and promote our best practice and thought leadership.

KEY RESULTS:

- Maintained strong profits and growth despite transition to highly competitive environment. In 2013/14 this was \$3.1m profit vs target of \$3m from revenue of \$8.2m.
- Rescued relationships with shareholder and regulator and re-established common principles and core operating agreements.
- Consistently highly rated in customer satisfaction surveys (4.59 out of 5) and better than average (25%) or much better than average (44%).
- Delivered multiple new services for wholesale customers leading to increase in those customers from 63 in 2009 to 89 in 2015 with most of the new customers being large overseas registrars.
- Introduced a customer engagement strategy and marketing function, contributing to an increase in domain name sales from 350k billed domains in March 2009 to 660k in October 2015.
- One of the first in the global industry to create a technical research team with a focus on big data. This team is now regularly invited to present on their work at Internet research events around NZ and globally.
- Implemented a business diversification strategy and pipeline with three new services delivered and two more under active development including a major partnership with MBIE on a National Broadband Map.
- Achieved outstanding scores in a staff engagement survey conducted by IBM Kenexa. (92.3% score for "I have confidence in the leadership of this organisation" and "I would recommend this organisation as a great place to work").

Director of IT, Nominet UK

Nominet is the registry for .uk domain names operating at the heart of the UK Internet. In 2008 the company had over 8 million domain names under management delivering a £5.5m profit on a £18.2m turnover

ACCOUNTABILITIES:

- Key, strategic role, report to CEO and standing board invitee, managing 40 staff and £3m budget.
- Responsible for all IT strategy and delivery, product development and diversification.
- Jointly shared key customer engagement responsibilities with the CEO.
- Represent .uk globally.

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KEY RESULTS:

- Turned an inspired but underperforming technical department into a high performing, customer focused team with outstanding customer satisfaction scores.
- Designed and implemented a new suite of leading-edge e-commerce services enabling the replacement of paper based processes. This handled 1 million visitors per month and 100,000 transactions per month.
- Established a business development pipeline from identifying opportunities at an early stage through to the introduction of new services.
- Devised and implemented a strategy for directing emerging international technical standards and established Nominet as an internationally recognised centre of technical excellence.
- Developed world-class data security for a public database that received 1.5 million accesses per day.
- Established an award-winning joint partnership with a local university to develop the next generation of cyber-squatting detection technology.

Head of ICT & e-Gov't, Brighton & Hove City Council

Brighton and Hove City Council is a unitary authority in the south of England with 250,000 residents and an income of over £500m.

ACCOUNTABILITIES:

- Responsible for the delivery of all ICT services and strategic ICT vision to a forward thinking, ambitious and modern local government organisation.
- Managed a £7m budget with 100 staff. The service supported 3,500+ PCs, 7000+ telephones, and 300+ sites attached to a city-wide network.

KEY RESULTS:

- Built a flagship high-speed city network of dark fibre and broadband that included a unique partnership with local NHS providers, local universities and the local police force connected to the network.
- Introduced a solid service culture based on the formal discipline of IT service management and turned around the satisfaction rating from average to upper quartile within a year.
- Created and implemented one of the first e-government strategies for a local council aiming to provide an online one-stop shop for citizens.
- Set up an in-house Internet Service Provider to service 90 schools and 30,000 school children.