



FairWinds Partners Welcomes New Senior Vice President of Marketing and Communications

WASHINGTON, March 5, 2013 – FairWinds Partners, the leading global domain name strategy consultancy, is pleased to announce Leslie Phillips has joined the company as Senior Vice President of Marketing and Communications. Phillips comes to FairWinds with 30 years of strategic media experience, most recently as Senior Advisor and Communications Director for former Sen. Joseph I. Lieberman and the Senate Homeland Security and Governmental Affairs Committee. In that position, she developed and executed media strategies for nationally significant hearings, investigations, and legislation, including the creation of the Department of Homeland Security, reorganization of the intelligence community, the investigation into the inadequate response to Hurricane Katrina, and the push for cybersecurity legislation.

"Leslie's timing could not be better for making the transition to the private sector given the Internet changes expected as a result of a historic expansion of top-level domains (gTLDs)," said FairWinds' CEO Nao Matsukata. "We're excited to have Leslie on the team to lead our efforts to educate the public about new gTLDs and their impact on businesses, consumers, and Internet users."

Prior to her career on the Hill, Phillips was a political and congressional correspondent for USA Today for 14 years, covering the 1984, 1988, and 1992 presidential campaigns, primaries, national nominating conventions, debates, general elections, and media strategies. Other significant coverage included the Iran-Contra and Whitewater investigations, welfare reform, civil rights, the original Violence Against Women Act, and Supreme Court and cabinet nominations.

"I'm thrilled to join FairWinds Partners, which is uniquely positioned to help businesses and their customers meet the challenges sure to arise with the addition of over a thousand new top-level domains," said Phillips. "This is a pivotal point in the Internet's history, and I look forward to helping Internet users prepare for and navigate this once-in-a-generation development."

In 2012, FairWinds prepared 135 gTLD applications for 51 blue-chip clients, and is currently working to guide those clients and others through the new gTLD evaluation process to successful launches of their new gTLDs. FairWinds' solutions enable businesses to increase traffic to their sites, earn additional revenue, protect their brands and trademarks online, and increase their cybersecurity. As an example, FairWinds' recommendations helped Verizon Communications [attract 93.2 million visitors to its websites](#), allowing the company to add more than 300,000 sales per year.