

**APPLICATION OF JULIA ASPINALL FOR ELECTION AS DIRECTOR OF  
VANCOUVER INTERNET EXCHANGE (2020)**

Name: Julia Aspinall

Answers to Nomination Process Questions

**1. Explain from your perspective what VANIX does and why it matters.**

VANIX provides internet exchange services to its members. It is a registered not-for-profit organization and is one of the key player in the local internet exchange domain in Canada.

**2. Please describe your understanding of the role of a Director on the VANIX Board.**

To provide strategic direction and apply applicable organizational experiences to grow the membership of the organization, build brand profile, and be an innovative leader in the internet exchange space.

**3. Why do you want to be on VANIX's Board of Directors? In responding, please indicate the specific skills and experience you have that makes you a qualified candidate.**

I have diverse experience in various industries (Technology, Service, Manufacturing, Distribution, and not-for-profit) and performed different functional roles (Accounting, Finance, Marketing, and Operations) in senior leadership capacity. I believe this diversity of experiences can complement VANIX's Board profile and offer alternative perspectives on strategic planning and execution. Additionally, as a female with senior leadership experiences in more traditional gender industries, I hope to inspire other female candidates to offer their talents to leadership roles or the board room.

**4. What do you think are the top 3 challenges and opportunities facing VANIX in the next 3 to 5 years? What approach would you take to addressing these issues?**

Based on my limited information and assessment, the top 3 opportunities for VANIX in the mid-term horizon include: (1) building gender diversity in the board (2) taking advantage of COVID with greater reliance on the internet space to augment VANIX's footprint (locally & globally), (3) to executing on the strategic vision and plan

The top 3 challenges include: (1) demonstrating incremental value of VANIX to new potential members (membership conversion/retention), (2) maintaining financial health, (3) to executing on the strategic vision and plan

The approach I would take is to ensure all board members are aligned in prioritization of strategic initiatives and having a focused and prudent approach to deliver on the strategic plan.

**5. If elected as a Director, can you make the required time commitment to contribute significantly to VANIX in accordance with what is generally expected of Directors?**

Yes.

**6. If elected as a Director, are you prepared to abide by the VANIX Articles of Incorporation, By-laws, Board Resolutions and Policies, as amended from-time-to-time?**

Yes.

**7. Do you agree to abide by the VANIX process for candidate nominations for the election of Directors that has been described to you?**

I agree.