

FOUNDER BIOGRAPHY

The person behind the application

.human

Justin O'Mara Henning · Founder & Manager, Human Centered Holdings LLC

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ROLE IN THE APPLICATION

Justin O'Mara Henning is the Founder and Manager of Human Centered Holdings LLC, the applying entity. The strategy, governance, and community commitments in this application, including the published Registry Policies and the Community Advisory Council, are his responsibility.

Two decades of building for people

Justin's career began in 2002 as a graphic designer, and it has followed a single thread ever since: telling human stories through whatever medium serves them best. Graphic design led to animation, animation to web design and development, and the web to video production and television, where he produced more than seventy episodes across numerous genres in seven years. In November 2006 he founded Lunchbox, the creative studio he still leads as Creative Director today.

Over the twenty years since, he has created and implemented strategies for Fortune 500 companies, mom-and-pop shops, and a President. That range taught him something the .human application is built on: audiences everywhere are choosing what they consume, and trust has become the scarcest resource online. He completed Wharton Online's entrepreneurship program in 2021 and works in English and Afrikaans.

Why Human Centered Holdings exists

The digital world I had spent my career helping to build had begun to drift away from the principles I believed should guide it. There was room, and need, for a holding company that operates at a different cadence and works to a different definition of success.

A NOTE FROM THE FOUNDER · [HUMANCENTEREDHOLDINGS.COM/ABOUT](https://humancenteredholdings.com/about)

Human Centered Holdings is the institutional form of that conviction: a founder-led Delaware holding company that builds, holds, and invests in digital infrastructure with people at the center. The way a conservancy holds land, the company holds digital space in trust for the people who depend on it. Its first focus area is identity infrastructure, how people are named, found, and trusted online, and .human is that thesis put into practice.

A career in the human-centered sector

Justin has served in leadership of Being Human, a Texas nonprofit public charity dedicated to human dignity initiatives, and has spent his career building digital infrastructure for the people .human is designed to serve: civil-society organizations, mental-health and wellness practitioners, and creative practitioners. That means web presence, communications, and the operational systems that let mission-driven organizations do their work.

A working creative

Justin is co-owner of Lunchbox Agency LLC, a creative agency serving mission-driven organizations, with a professional practice spanning design, photography, video production, and audio production. That practice is why this application treats creative practitioners and creators as a first-class constituent of the human-centered community, not an afterthought.

Building the registry

Justin's operating experience includes web hosting and DNS administration, email deliverability and infrastructure management, contract development, and compliance documentation. For .human he has led entity formation, backer governance, the selection of an established registry services provider to operate the technical backend, and the preparation of this application.