

# Marissa Mayer: The Fight to Save Yahoo

Marissa Mayer was hired as Yahoo's CEO in 2012, with the task of turning around the struggling company. She made a number of changes, including cutting costs, acquiring Tumblr, and launching new products. However, Yahoo's decline continued, and Mayer was fired in 2017.



## Marissa Mayer and the Fight to Save Yahoo!

by Nicholas Carlson

★★★★☆ 4.3 out of 5

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Screen Reader : Supported  
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X-Ray : Enabled  
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Print length : 340 pages



## Early life and career

Marissa Mayer was born in Wausau, Wisconsin, in 1975. She studied computer science at Stanford University and worked as a software engineer at Google after graduating. At Google, she worked on a variety of products, including Gmail, Google Maps, and Google Search.

## CEO of Yahoo

In 2012, Mayer was hired as Yahoo's CEO. Yahoo had been struggling for years, and Mayer was tasked with turning the company around. She made

a number of changes, including:

- Cutting costs
- Acquiring Tumblr
- Launching new products, such as Yahoo Mail and Yahoo News Digest

However, Yahoo's decline continued under Mayer's leadership. The company's revenue and market share continued to decline, and it was repeatedly criticized for its lack of innovation. In 2017, Mayer was fired from Yahoo.

## **Legacy**

Mayer's tenure as Yahoo's CEO was a disappointment. She failed to turn the company around, and Yahoo continued to decline under her leadership. However, she is still considered one of the most powerful women in the tech industry. She is a role model for women in tech, and she has been praised for her intelligence and ambition.

Marissa Mayer is a complex and controversial figure. She is a brilliant businesswoman who has achieved great success, but she is also known for her ambition and her willingness to take risks. Her tenure as Yahoo's CEO was a disappointment, but she remains one of the most powerful women in the tech industry.



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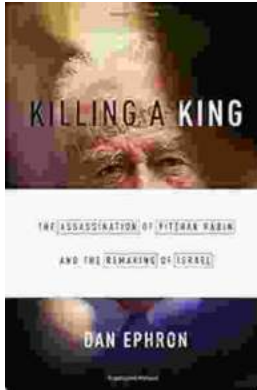
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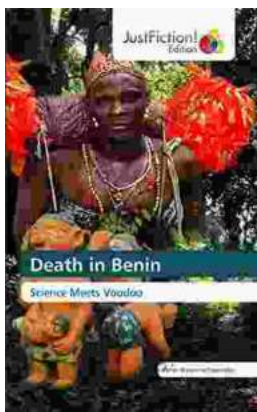
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