Yahoo: Both Sides of the Stamped Deal

Marissa Mayer (CEO), Yahoo
- Balance in personal talent
- Identity juggling
- Star/stripper Friend

Conclusion
No ideal solution for every actor...

Suggestions:
- Moderation & reflection - encouraging dialogue between all actors

Robbie Stein (CEO and Co-Founder), Stamped
- Entrepreneurial manager
- Well respected product
- Frustration - the entrepreneurial idea does not bring profits
- Identity worksheet

TheCaseSolutions.com
Yahoo: Both Sides of the Stamped Deal

Conclusion
No ideal solution for every actor...

Suggestion: Moderation & reflection - encouraging dialogue between all actors

Marissa Mayer (CEO), Yahoo
- Balkan in personal talent
- Identity juggling
- Steiner - Personal Friend

Robby Stein (CEO, Co-founder)
- Stamped - Entrepreneurial manager
- Well respected product
- Frustration - the entrepreneurial idea does not bring benefits
- Identity weeping

TheCaseSolutions.com
GROUP: 20

Authors: Elsa Wachtmeister, Petar Georgiev & Philipp Fischer

Date: 2016-03-04
**Introduction**

**Yahoo**
- Founded 1994 - California
- Dominant search engine
- Customer services
- "Internet bubble" burst - 2000
- Marissa Mayer - CEO since 2012
- Jacqueline Reses - Chief Development Officer

**Stamped**
- Founded 2011 - New York
- Mobile application - follow and share things you like
- Attractive for investors and endorsers
- Robby Steins - Co-founder (ex colleague of Mayer)
Theoretical foundations

Big-leader/People-manager

Big-leader ideal

People-friend ideal

TheCaseSolutions.com
Big-leader ideal

People-friend ideal

TheCaseSolutions.com
Marissa Mayer (CEO), Yahoo

- Believes in personal talent
- Identity Juggling
- Steiner - Personal Friend

(We are aware of the fact that the picture might not be applicable to the actual person!)

TheCaseSolutions.com
Robby Steiner (CEO and Co-founder), Stamped

- Entrepreneurial manager
- Well respected product
- Frustration - the entrepreneurial idea does not bring profits
- Identity wrestling

(We are aware of the fact that the picture might not be applicable to the actual person!)
Conclusion

No ideal solution for every actor...

Suggestion: Moderation & reflection - encouraging dialogue between all actors

TheCaseSolutions.com