

Yahoo: Both Sides of the Stamped Deal

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Introduction	
Yahoo	Stamped
<ul style="list-style-type: none"> Founded 1994 California Created by Jerry Yang and David Filo 2000 2002 IPO 2008-2012 2013-2014 2015-2016 	<ul style="list-style-type: none"> Founded 2007 California Created by Steve Jobs and Steve Wozniak 2006 IPO 2007-2008 2009-2010 2011-2012 2013-2014 2015-2016



Marissa Mayer (CEO), Yahoo



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

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Conclusion
No ideal solution for every actor...



Suggestion: Moderation & reflection - encouraging dialogue between all actors

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Jacqueline Reese (CDO), Yahoo



- Adjunct from University of Pennsylvania
- Experience: M&A, investment areas and private equity
- Charms, business and corporate development
- Identity Juggling
- Science

Discussion questions:

1. How do you decide whether using the key leader's theory is appropriate?
2. How do you decide whether using the key leader's theory is appropriate?
3. How do you decide whether using the key leader's theory is appropriate?

Robby Steiner (CEO and Co-founder), Stamped



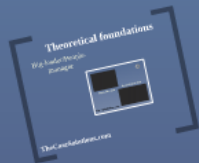
- Entrepreneurial manager
- Well respected product
- Frustration - the entrepreneurial idea does not bring profits
- Identity wrestling

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Jacqueline Reese (CDO), Yahoo



- Academic
- Entrepreneurial
- Experienced in M&A, investment areas and private equity
- Charismatic business and corporate development
- Multi-dimensional
- Identity juggling
- Success

Discussion questions:

1. How do you decide between using the key player? (The Case Solution)
2. How do you decide between using the key player? (The Case Solution)
3. How do you decide between using the key player? (The Case Solution)

Robby Steiner (CEO and Co-founder), Stamped



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The Case Solution

GROUP: 20

Authors: Elsa Wachtmeister, Petar Georgiev & Philipp Fischer

Date: 2016-03-04

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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





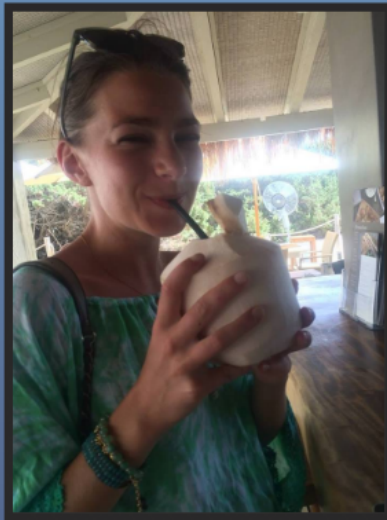
Big-leader ideal

People-friendly ideal



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Marissa Mayer (CEO), Yahoo



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

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Discussion

1. Sort the descriptions
Leader - People-m...
2. Discuss 2 scenarios
changes concerning
- Yahoo buys Stamped
- Stamped is not b...