Yahoo! Inc.: Marissa Mayer's Challenge

TheCaseSolutions.com

Yahoo! Background

- Founded in 1994
- Search Engine
- A tool to help consumers find what they're looking for and discover wonders they didn't expect
- 14,100 employees
- High turnover-rate

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Marissa Mayer

- Stanford University
- First female engineer at Google
- Executive roles at Google
- President & CEO of Yahoo! in July 2012
- Announced pregnancy after becoming the CEO
- Salary: $117 million over 5 years

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Motivation

Rhys Sutter
Steven Loseth
Cari-Lynn Schoettler

Blake Terry
Max Kraus
Macintyre McKay
Stevan Mikha

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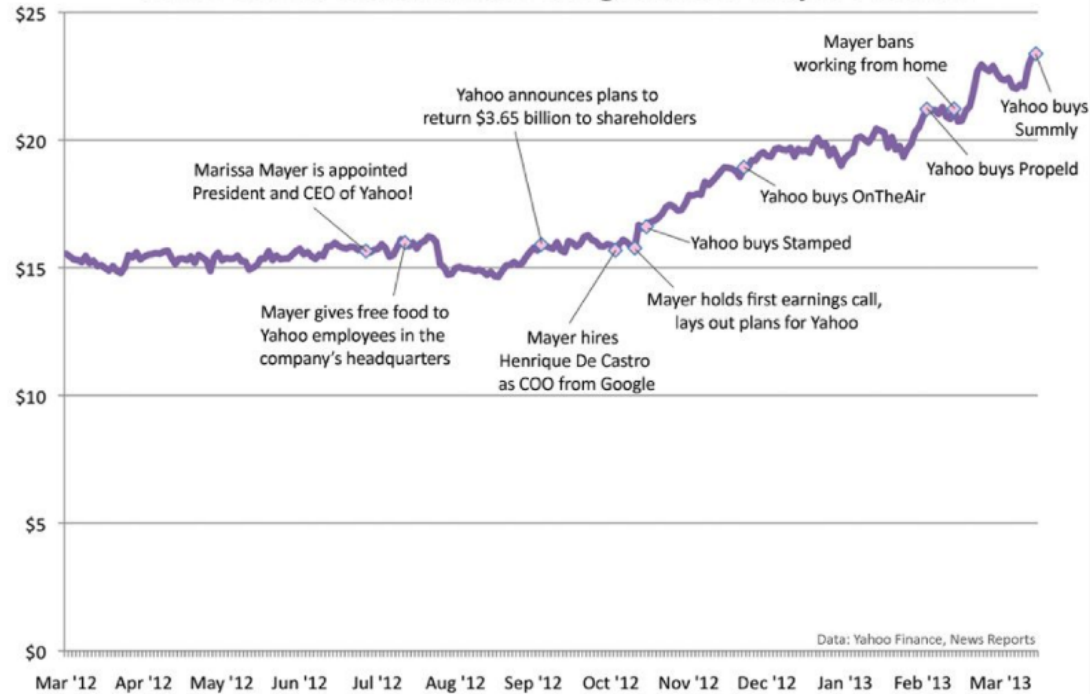- Announced pregnancy after becoming the CEO
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Silicon Alley Insider — Chart of the Day

Yahoo Stock Performance During Marissa Mayer's Tenure

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How Marissa Mayer Writes Her Own Rules

By Breeanna Hare

- Marissa set a new standard for women trying to balance their corporate demands as well as their family roles
- She does not accept stereotypes
- Her passion trumps her gender
- She welcomes challenges

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Stereotypes

- Marissa is the youngest female CEO of any Fortune 500 companies
- How many females do you think are in CEO positions of Fortune 500 companies?
- Do you think having a female CEO makes a difference when implementing policy changes?

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Stereotypes

Positive
- Breaks down barriers
- Improvement of Yahoo stock
- Promotes of workplace diversity - encouraging women + young people model
- Diversity Iniative; most effective when senior management is commited + accountable.

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Motivation

- Motivates employees through her:
    1. Effort
    2. Persistence
    3. Direction
    4. Goals
- Telecommuting vs. Office Environment
- Management by Objectives

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