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YouTube: Susan Wojcicki

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Background

- Susan Wojcicki was born July 5, 1968 in Santa Clara, California.
- Nicknamed the Most important person in the advertising industry.
- Harvard degree in Literature and History.
- Stanford, Masters of Science in Economics.
- UCLA Masters of Business Administration.
- Current CEO of Youtube.
- Before, 16th Google employee.
Achievements

- She held a major role in the development of google
- Her Major accomplishment acquisition of Youtube to Google 1.65$ Billion and Double click for 3.1$ Billion
- Became Youtube’s CEO February 2014
- Raising the amount of Women workers in the companies
Management and Philosophy

- Family and Upbringing
- Wojcicki’s Business style is similar to those of her Google associates which is to expand when it seems necessary. Horizontal integration, taking Youtube, Double Click
- She caters to the consumers needs of the consumer to have media that is capable to be consumed at a fast pace and Convenient matter
- Diversity in the work place
Chronology

- 1990-graduated Harvard with a degree in Literature and history
- 1993-Continued Stanford Gained PHD in Economics
- 1993-1998 University of California Business Administration
- 1998-Rented garage to Larry Page and Sergey Brin
- 1999- Wojcicki worked in marketing at Intel
- 2001 First marketing Manager of Google
- Became Senior Vice President of Advertising and Commerce
- 2006-handled acquisition of Youtube to Google
- February 2014- she became the CEO of YouTube
https://www.youtube.com/watch?v=ODL1nKmgito