Spring 2018

**YouTube: Susan Wojcicki**

John Cudjoe  
*Bowling Green State University*

Follow this and additional works at: [https://scholarworks.bgsu.edu/mclp](https://scholarworks.bgsu.edu/mclp)

**Recommended Citation**  
[https://scholarworks.bgsu.edu/mclp/2](https://scholarworks.bgsu.edu/mclp/2)

This Book is brought to you for free and open access by the School of Media and Communication at ScholarWorks@BGSU. It has been accepted for inclusion in Media Company Leader Presentations by an authorized administrator of ScholarWorks@BGSU.
Susan Wojcicki
CEO of Youtube

By: John Cudjoe
Background

- Susan Wojcicki was born July 5, 1968 in Santa Clara California.
- Nick Named the Most important person in the advertising industry
- Harvard degree 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 was the acquisition of YouTube to Google for $1.65 billion and Double Click for $3.1 billion.
- Became YouTube’s CEO in 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