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YouTube: Susan Wojcicki

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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 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
- ▶ 1993-1998University 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>