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## YAHOO! ANNOUNCES DEPARTURE OF ADVERTISING SALES OVERSEER



Hilary Schneider, the woman who oversees the advertising sales of internet service provider **Yahoo!** in the Americas, is planning to resign as **announced** Thursday, September 30th. Schneider was also Yahoo!'s executive vice president of the Americas. Yahoo! has endeavored to revamp its image for some time now as it attempts to also raise flagging revenues. Founded by Jerry Yang and David Filo at the onset of 1994, Yahoo! is best know for its search engine and email capabilities. Schneider joined Yahoo! in 2006. More recently she has gained the responsibility advertising sales when the previous United States advertising executive, Joanne Bradford, quit. Schneider then became the responsible party for two positions. Carol Bartz, Yahoo!'s CEO, now must make the decision whether to add the job onto another employee's plate, make a new hire for both positions as it had been with Schneider, or make two separate hires for each positions. Along with Schneider's departure will be the departure of the overseer of Yahoo! audiences, David Ko, and vice president of media, Jimmy Pitaro. Bartz seems optimistic about Schneider's leaving, "We expect to announce the new head of the Americas region before the end of the year. There is a lot of interest in joining our team for such a key position and, in the meantime, Hilary will stay on to help with the transition."

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