
WAYNE POWERS IS APPOINTED SVP OF ADVERTISING FOR YAHOO!



Wayne Powers has been appointed senior vice president of advertising of Yahoo! Inc. Powers will serve directly under Ross Levinsohn, Yahoo's EVP of the Americas. Prior to his position at Yahoo, Powers was the president of Media Networks Inc. and Targeted Media at Time Inc. Levinsohn made this statement regarding Powers' hire: "Wayne is a proven leader and innovator who will bring a wealth of operating expertise and advertiser relationships to Yahoo! His record of brand building with advertisers and his focus on driving revenue through creative executions will serve both Yahoo! and Madison Avenue well."

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