
FACEBOOK TAPS MICROSOFT EXECUTIVE FOR VP, GLOBAL SALES POSITION



Chief of global ad sales for Microsoft, Carolyn Everson, has left her post of nine months in order to join the Facebook team as the new VP- global sales. Facebook's former head of ad sales, Mike Murphy, stepped down last fall and the social-networking heavyweight has been looking for a replacement throughout the interim. Facebook has enjoyed a close relationship with Microsoft, which is an investor and ad-sales partner with the company. In a statement released by Facebook's Chief Operating Officer, Sheryl Sandberg, Sandberg says, "Microsoft was one of our earliest partners and is still one of our most valued. We have a long and strong relationship that includes search ads on our site, a social layer on Bing search results and a deep and popular integration with Xbox. They are a leader when it comes to unlocking the power of social for their already popular products and services. We look forward to continuing to expand our relationship with them." Before joining Microsoft, Everson was the Chief Operation Officer and executive VP for strategy and operations at MTV Networks. Everson was at the head of a \$500 million multi-year advertising deal with Microsoft. There is some speculation that U.S. head of sales for Microsoft, Keith Lorizio will fill Everson's vacancy.

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