

NEW LEADERSHIP FOR YAHOO

YAHOO!

The Chief Executive for the Yahoo Incorporation, Scott Thompson, recently made some serious layoffs. In fact, the layoffs that he made basically made history because the Yahoo Incorporation had never laid-off such a large amount of people at one time before. It seems as though Thompson may have had these plans for quite a while because shortly after announcing the layoffs that would be made, Thompson rolled out an entirely new leadership structure. The purpose of the new leadership structure is because he wants Yahoo to go back to being as popular and noticeable as possible. Thompson wants Yahoo to be a leader and has high hopes that the Incorporation will one day be able to surpass Google. Thompson has a complete set of entirely new strategies that he believes will work best for the Yahoo Incorporation. Scott Thompson chose to send out an important memo to the employees, which ended up being reviewed by Wall Street Journal. The memo that he wrote basically set out an idea to those who got the message, explain the plan he has, which is to separate Yahoo into three different groups. The three primary groups that would be set would be consumer, web search and e-mail services, and technology. The consumer group will be responsible for the media websites and anything that relates to commerce. The web search and e-mail services will be responsible for the revenue that Yahoo earns, along with different division of the Incorporation that comes from different countries, such as Europe and Asia. The technology section will have to do with the data centers and everything that powers Yahoo and the services it has to offer Internet users. These services will include the advertisement platforms, such as Right Media advertisement exchange. Yahoo is thinking about the possibility of selling Right Media in the near future. After Yahoo is separated into three main groups, there will be human resources departments to support each of the groups. Thompson also made it clear in his memo that he wants Yahoo to focus primarily on commerce and the different ways in which they can go above and beyond the average e-commerce solutions. Thompson also says that the team will be working hard to ensure that advertisers and different agencies are able to engage Yahoo users and reach them in different ways by easily creating a band between the two and basically closing that loop that would be made between what the Internet user likes and what the advertisers are displaying.