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Yahoo! Appoints Michael Barrett as Executive Vice President and Chief Revenue Officer

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Yahoo! Inc. (NASDAQ: YHOO) announced today that it has appointed Michael Barrett as Executive Vice President and Chief Revenue Officer. Barrett will be responsible for Yahoo's advertising revenue and operations globally for the company, with Americas, EMEA and APAC regional leads reporting to him.

"Michael Barrett is regarded as one of the most successful and influential executives in media and technology, and I am thrilled to have him join Yahoo! in this critical role," said Ross Levinsohn, Interim Chief Executive Officer. "I am confident that his deep industry experience and relationships will help us drive our strategic vision, taking Yahoo!'s industry-leading position to the next level."

Barrett joins Yahoo! from Google where he led the integration efforts following Google's acquisition of Admeld, Inc. in December 2011. Barrett joined Admeld as CEO in 2008, and under his leadership the company became the leading global supply side platform solution for premium publishers. Prior to Admeld, Barrett worked at Fox Interactive Media as Executive Vice President and Chief Revenue Officer, where he oversaw worldwide revenue for all properties including MySpace and FoxSports.com and worked closely with Levinsohn. Before that, Barrett served as Executive Vice President of Sales and Partnerships at AOL Media Networks and held senior sales positions at interactive leaders Yahoo!, GeoCities and Disney Online.

"Yahoo! is one of the largest and most iconic Internet companies in the world," said Barrett. "I am grateful for this opportunity to work with Ross and a group of immensely talented and energized people, all focused on driving Yahoo's leadership and strategic position on a global basis. I am looking forward to contributing everything I can to that effort."

In his new role at Yahoo!, which he will assume in early July, Barrett will be part of the senior executive team, reporting directly to Levinsohn.

About Yahoo!

Yahoo! (NASDAQ:YHOO) is the premier digital media company, creating deeply personal digital experiences that keep more than half a billion people connected to what matters most to them, across devices and around the globe. And Yahoo!'s unique combination of Science + Art + Scale connects advertisers to the consumers who build their businesses. Yahoo! is headquartered in Sunnyvale, California. For more information, visit the pressroom (pressroom.yahoo.com) or the company's blog, Yodel Anecdotal (yodel.yahoo.com).

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