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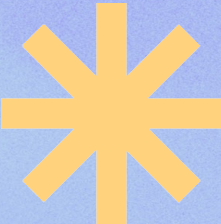


**YAH-ooOoOoo**

**yahoo!**

**WELCOME**

Glad you're here



**WELCOME FROM OUR CEO**

**MOAR  
YODEL**

**JIM LANZONE**



Company 

# LEADERSHIP



**JIM LANZONE**  
Chief Executive Officer



**TRESSIE LIEBERMAN**  
Chief Marketing Officer



**TAPAN BHAT**  
GM, Yahoo Finance



**ELIZABETH HERBST-  
BRADY (EHB)**  
Chief Revenue Officer



**DARIN BASSIN**  
Chief Legal Officer



**SONA ILIFFE-MOON**  
Chief Communications  
Officer



**AENGUS MCCLEAN**  
Chief Technology  
Officer



**MONICA MIJALESKI**  
Chief Financial Officer



**LISA MOORE**  
Chief People Officer



**ALICIN REIDY  
WILLIAMSON**  
Chief of Diversity &  
Culture



**MATT SANCHEZ**  
Head of Home  
Ecosystem



**RYAN SPOON**  
President of Yahoo  
Sports

# THE YAHOO BRANDS



The almighty parent brand. The original homepage. The brand that made yodeling cool. At its core, Yahoo is about connecting people to the things they **love**. **The homepage accounts for 70% of user's first interaction within the Yahoo ecosystem.**



Organized. Customized. Awesomized.  
**Yahoo Mail: Your gateway to mastering life's details.** Automatically organize your receipts, plane tickets, and deals. Plus, unsubscribe with just one tap. Niiiiice.



We've got the latest scores and stories on your fave teams. We've got the best fantasy app out there for diehard fantasy fans. **And we're leading the game in sports betting.** Game on!



**Yahoo News brings diverse perspectives,** curating content from sources like Bloomberg, HuffPost, USA Today, Fox News. Experience 360-degree coverage that examines issues from all angles.



Take control of your portfolio. **Yahoo Finance offers livestreams, market insights, and investing tools,** making it the #1 destination to stay informed and confident in your investments.



**The hottest topics on all things sports.** We've got real-time coverage, scores, schedules and breaking news on your favorite leagues, teams and players. Also home to Yahoo Fantasy and Yahoo Sportsbook.



**Yahoo Mail Plus, Yahoo Finance Plus and Yahoo Plus.** The brands you know and love, with extra perks at a low subscription cost. Plus, enjoy valuable subscriptions from partners like LastPass.



# MORE BRANDS

engadget

Where the tech-obsessed discover the future. **Get your reviews on the latest tech drop, gaming gear, and entertainment.**

Aol.

Home of the legendary **“You’ve got mail.”** This brand keeps on keeping on and is a hub for news, entertainment, human interest stories and more.

TC TechCrunch

Where the world’s entrepreneurs visit for breaking tech news. **Home of TechCrunch Disrupt, where founders, trendsetters and emerging tech creators gather for the premier Silicon Valley conference.**

MAKERS

Powerful **storytelling by the female leaders** of tomorrow. The Makers conference has seen names like Natalie Portman and Jameela Jamil.

PLUS

autoblog

#BUILTBYGIRLS

And who knows what we’ll dream up next...

# COMPANY RESOURCES

## [The Street](#)

Consider this your central hub for information. Perfect for sharing extensive documents, event details, photos, and videos. Search-enabled, it's our primary source for global news headlines, blog posts, Q&A, and localized content created by our organizations.

## [Workday](#)

This is where you'll find things like your time-off requests, goal tracking, and more!

## [OKTA Dashboard](#)

This dashboard is a shortcut to all your main applications.

## [GSD](#)

Where to go for IT support (you can also utilize your local office walk-up window)

## [Legal Central](#)

Check out our [Ethics & Compliance page](#), [Global NDA tool](#) and [Contracts Central](#).

## [Benefits & Perks](#)

Check out all the good stuff from healthcare to time off to travel benefits.

## [Employee Directory](#)

Look for your Yahoo colleagues from other business groups.

## [The Shop](#)

Stock up on swag.

## [Global Travel & Expenses](#)

This portal has all travel policies, hotel info, agent contacts, FAQs and more. This is your one stop shop for all things travel and expense.

## [HR Policies](#)

This is a list of HR Policies by region.

\*Each underlined resource is linked.



# TRAVEL SPECS

**Corporate Cards** are required for business-related expenses.

**Travel** must be booked through Concur or BCD Travel.

## **Air Travel**

Domestic: Coach class, optional upgrades reimbursed up to \$100 USD per leg.

International: Business class for nonstop flights 6+ hours with informal manager approval.

TSA PreCheck, Global Entry and Clear: Yahoo reimburses \$100 USD every 5 years for eligible airport security programs.

## **Hotel Booking**

Use approved Yahoo-negotiated hotels or those within City Standard Rates.

## **Car Rentals**

Book all rentals through the Yahoo reservation process.

## **Receipts**

Corporate card transactions - Any expense of \$75 USD+ requires itemized receipts.

## **Personal Card & Cash Transactions**

Itemized receipts are required for expenses for over \$25 USD, except for tips and mileage.

## **Meal Allowance & Entertainment**

Group Meals & Activities: Paid by the senior employee present.

Individual Meals: Up to \$150 USD per day for travel.

Team Building Meals:

- In-Person: Up to \$150 USD per employee.
- Virtual: Up to \$30 USD per employee.

Team Activities: Up to \$40 USD per employee.

Business Meals: Up to \$150 USD per person. Approval needed for expenses over \$150 USD per person.

## **Expense Report**

Submit within 20 days for timely payment and reconciliation.

Late submissions may result in corporate card suspension.

\*Expenses are assessed in the local currency equivalent to the listed amounts.

Please see the full Travel & Expenses Policy [here](#).

Marketing Department 

# LEADERSHIP



**TRESSIE LIEBERMAN**  
CMO



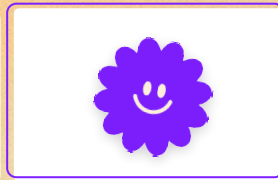
**SHIVRAM VAIDEESWARAN**  
Brand and Home  
Ecosystem Mktg



**SHANNON SHAE MONTOYA**  
B2B, Events &  
Sponsorships



**JILL BURGESON**  
AOL Marketing



**TBD**  
Sports Marketing



**MEGHAN REUTZEL**  
Finance Marketing



**EMMY MORTON**  
Marketing Studio



**TREVIS MILTON**  
Media & CRM



**CANDICE BECK**  
Culture Lab



**TREY PARK**  
Ops & Strategy



**LATOYA**  
Executive Assistant





# MARKETING STRATEGY

## Marketing Strategy 2024

Tressie Lieberman  
CMO

**yahoo!**



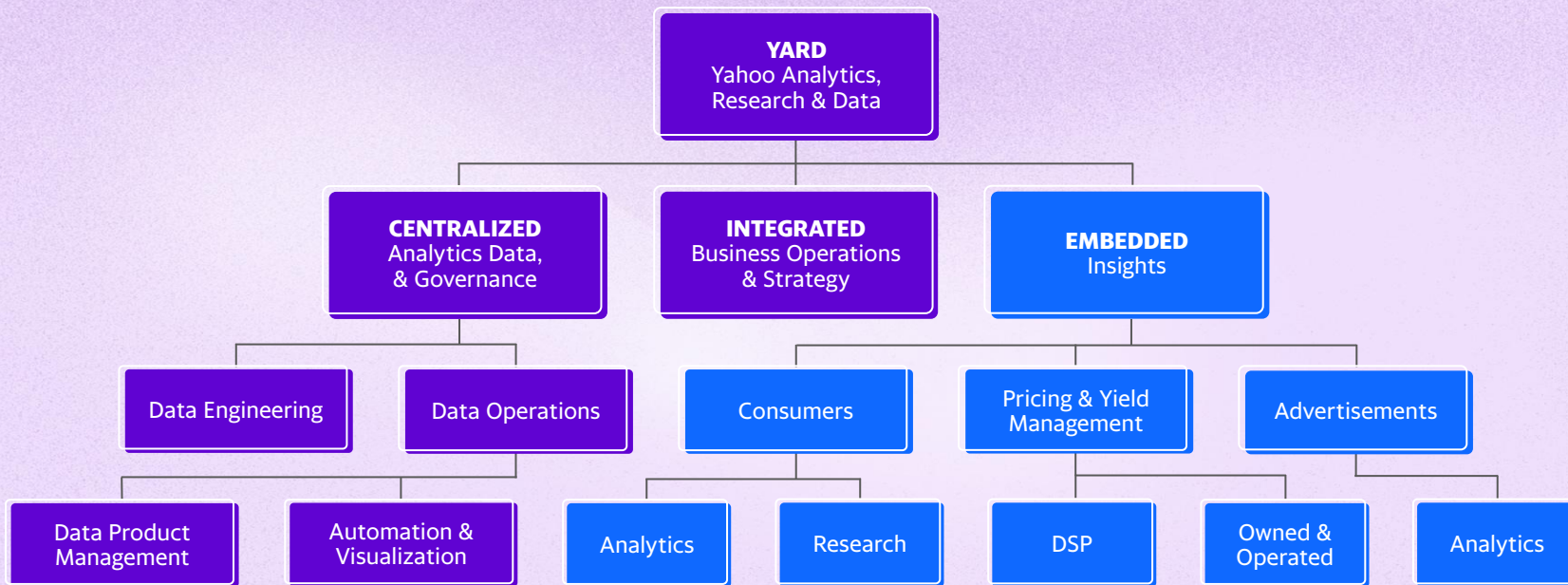
## All Hands Meetings

Monthly meetups to help our team stay in sync. We discuss brand updates, introduce new people and share learnings.

[ACCESS HERE](#)

Insights delivery begins with

# OUR STRUCTURE







Team

# VALUES



- ◆ **Caring**  
Take care of yourself and care about others.
- ◆ **Connected**  
Stay curious and close to culture, consumers, the business and each other.
- ◆ **Creative**  
Challenge the status quo in everything we do.
- ◆ **Collaborative**  
Trust the team and be the team that people want to work with every day.



# OUR COMMUNICATION TOOLS



## Google Workspace

Use Mail, Calendar, Drive and Meet to work, collaborate, share and connect with coworkers.



## Slack

Think of this as our water cooler. A way to have informal, quick chats with your teammates. Make sure your manager has added you to the following channels:

- Marketing Inspo slack
- Marketing Updates slack
- Marketing Daily slack
- Yahoo-official
- Openhouse-official





Brand

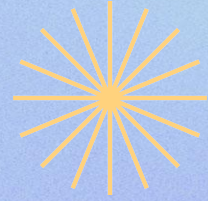
# GUIDELINES

The [Yahoo Brand Site](#) is where you'll find all the rules for staying on brand.

When you're ready to start creating, take a look at the [brand guidelines book](#), your go-to resource for everything from typography to Yattitude.

And don't forget to check the [brand architecture](#), [brand experiences](#), [swag](#), and [social guides](#) for detailed looks on how the Yahoo brand should appear to consumers.





# **WE'RE SO EXCITED TO HAVE YOU!**

If you have any more questions, reach out to your manager.

