

Susan Wojcicki the most powerful woman on the Internet: If you can't beat it, then take it!

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From the landlord to become a marketing manager of Google

Born and raised in Silicon Valley, California state is known as the technology 'mecca'. Instead of responding to the wishes of her parents to work at the research institute, she decided to turn to business and technology, two jobs unrelated to her family and education.

As one of the most influential names in Google with 2 founders, her life is extremely simple and noisy about her life. After the success of technology, few people know that Susan Wojcicki had previously graduated from Harvard University with a degree in History and Literature. After that, she took two more masters in Economics and Business Administration at the University of California, respectively in 1993 and 1998.



Susan Wojcicki joined Google in 1999, she is the 16th employee here and the first Chief Marketing Officer of Google, her main job is to be responsible for Google's marketing campaigns from the beginning. She was also the one who gave Larry Page and Sergey Brin, who were still start-up students who rented caravans to become search engine development offices.

In the early days of its establishment, the budget Google spent on marketing was just a zero, but not so Susan gave up. Every day, she goes to each university to market her Google search bar for free on their website. And heaven does not please people, thanks to its widespread diffusion, the Google search toolbar has been widely spread around the globe.

With her ability and talent, in 2002, Susan started to implement many projects of advertising, developing Google Analytics and making Google AdSense considered the second largest revenue source of the company. By 2006, Susan had great merit in the acquisition of YouTube for \$ 1.65 billion and DoubleClick for \$ 3.2 billion. This is considered the two most classic business deals in technology village history.

During her 12 years at Google, Susan Wojcicki has achieved incredible success, bringing Google, along with YouTube, into "money-making" machines.

The most powerful woman Internet

With her influence on the technology village, in 2015, Susan Wojcicki was honored by Time magazine as the most powerful woman on the Internet. Besides, she also ranked 6th in the 100 most powerful women in the world, according to Forbes.



"I feel that I have no change compared to before, when I was a student, I received a scholarship from the University of Santa Cruz. But the world changed day by day. I graduated in 1993, then The Internet is just a government research project: Today, the Internet has more than 3 billion users worldwide and every month, more than 1.5 billion users access YouTube - the website I am running. " CEO Youtube shared.

As the head of all Google's advertising products, Susan has helped increase the advertising revenue of the "search giant" each year. In 2013 alone, Google's revenue increased by \$ 43 billion, pulling company shares up nearly 50% over the previous year. Under the leadership of the female CEO, the YouTube video site has so far been valued at up to \$ 90 billion and has become the world's most popular video platform with billions of users. Susan Wojcicki is also tightening copyright and video policies that are offensive, extreme, and violent.

Mindfulness and strategy in business

Appearing at Forbes' Global Women's Summit, discussing the journey to become one of the world's most powerful businesswomen, Youtube CEO said: " *There are definitely many difficulties and problems. study leadership during your entrepreneurial journey but never give up, define your vision with the distance you want to go* ".

" *I also had a lot of failures,*" Wojcicki did not hesitate to share the failures he had experienced, and the first challenge was when Google launched the task of developing videos. "*At that time, we were fiercely competing with YouTube. We realized that despite many good ideas, doing a lot of good things, Youtube still won .* " Therefore, Wojcicki took great risks to take YouTube into his hands for \$ 1.65 billion, instead of fierce competition.



After only 1 day of preparation, Wojcicki developed and presented Youtube acquisition plan to Google executives. As a result, YouTube belongs to Google. That is the assertiveness, wisdom and strategy of the first female CEO in Google history. **If you can't beat it, then take it !**

Overcoming many doubts, the site currently holds the No. 1 position in online video advertising channels, which is a fair confrontation with the previously dominant television method.

The "extraordinary" mother of 5 children



Susan Wojcicki is not only a powerful woman but also extraordinary. Right! How can a woman both participate in running a large corporation while being the mother of 5 children?

Motherhood does not prevent Wojcicki from creating revolutionary and pioneering achievements for Google or YouTube, but the work does not reduce this interest and care for children. Susan Wojcicki is a supporter of the balance between life and work.

To retain talent, Google devoted 18 weeks of maternity leave to female employees, which helped employees see the company's interest in them and helped them secure employment opportunities in the process. maternity.

Instead of rushing to work overtime, Susan really follows the work schedule like other normal businesswomen; go to work on time and come home at 6 pm to prepare cooking for the family and take care of the children. That's also the way Susan keeps the family fire.

Behind the success of the Silicon Valley female CEO is valuable lessons, the silent dedication of a woman, the wife and mother of the family. Susan Wojcicki has a vision and creative ability that inspires people who want to start a business and aspire to success.

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