

# Yahoo CEO overslept, giving partners 'climbing trees'

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Cannes Lions, the largest trade show in advertising industry, is an opportunity for media companies to meet potential customers. Yahoo is also here but does not leave any imprint but a lack of professionalism by the head of the company.



Marissa Mayer, female CEO of Yahoo

According to *Wall Street Journal*, last Tuesday night ( *June 17* ), *Interpublic ( IPG )* - a large advertising group in the world - arranged a private dinner at *L'Oasi* s restaurant to meet Mayer. marketing leaders from *Mondelez International*, *MillerCoors*, *Chobani* . This is considered an opportunity for *Interpublic* and customers to know what Yahoo will offer in the future.

However, the head of Yahoo arrived 2 hours late. Some guests, including *IPG* Director General *Michael Roth* , left before Mayer arrived. Some of the people present said the reason Mrs. Mayer was giving was overslept.

One guest commented that: "*If it is a meeting with an investor, a board meeting or a potential business, I'm sure she or someone will wake her up. This is evidence. shows that Mayer does not understand the value of customers, advertising revenue or agents*".

Yahoo spokesman declined to comment on the incident. Earlier, at *Cannes Lions* , Mayer was criticized for having a salty speech, memorizing it. She tried to suggest, mentioning the similarities between advertising and artists or pointing out the limitations of mobile device screens.

Mayer's hope for Yahoo's wake depends largely on improving Yahoo's relationship with advertisers. In the past few years, the company's market share in the advertising market has been constantly declining when marketers switch to Facebook and Google.

Attracting advertisers became an important part of Mayer's mission after she fired CEO Henrique de Castro a few months ago. At that time, Yahoo had not found anyone to replace de Castro's position and therefore added responsibility to the CEO.

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