

# MAYERLY DIAZ SIERRA

Estudiante de ingeniería industrial

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## EXPERIENCE

### President & CEO

Yahoo!

July 2012 – Ongoing   Sunnyvale, CA

- Led the \$5 billion acquisition of the company with Verizon – the entity which believed most in the immense value Yahoo! has created
- Acquired Tumblr for \$1.1 billion and moved the company's blog there
- Built Yahoo's mobile, video and social businesses from nothing in 2011 to \$1.6 billion in GAAP revenue in 2015
- Tripled the company's mobile base to over 600 million monthly active users and generated over \$1 billion of mobile advertising revenue last year

### Vice President of Location & Services

Google

Oct 2010 – July 2012   Palo Alto, CA

- Position Google Maps as the world leader in mobile apps and navigation
- Oversaw 1000+ engineers and product managers working on Google Maps, Google Places and Google Earth

### Vice President of Search Products & UX

Google

2005 – 2010   Palo Alto, CA

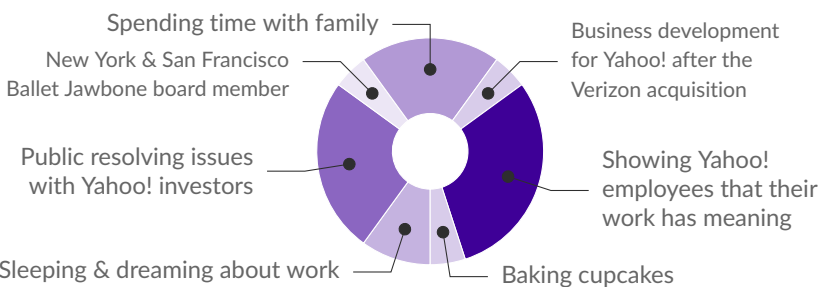
### Product Manager & UI Lead

Google

Oct 2001 – July 2005   Palo Alto, CA

- Appointed by the founder Larry Page in 2001 to lead the Product Management and User Interaction teams
- Optimized Google's homepage and A/B tested every minor detail to increase usability (incl. spacing between words, color schemes and pixel-by-pixel element alignment)

## A DAY OF MY LIFE



## LIFE PHILOSOPHY

*"If you don't have any shadows, you're not standing in the light."*

## MOST PROUD OF

**Courage I had**  
to take a sinking ship and try to make it float

**Persistence & Loyalty**  
I showed despite the hard moments and my willingness to stay with Yahoo after the acquisition

**Google's Growth**  
from a hundred thousand searches per day to over a billion

**Inspiring women in tech**  
Youngest CEO on Fortune's list of 50 most powerful women

## STRENGTHS

Hard-working (18/24)   Persuasive  
Motivator & Leader

UX   Mobile Devices & Applications  
Product Management & Marketing

## LANGUAGES

English  
Spanish  
German



## EDUCATION

M.S. in Computer Science  
Stanford University

Sept 1997 – June 1999

B.S. in Symbolic Systems  
Stanford University

Sept 1993 – June 1997

## PUBLICATIONS

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### Books

- E. Someone and **T. Lim**, *A Fictional Research*. Somewhere, Some Place, 2010.

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### Journal Articles

- **L. T. Wong** and E. Someone, "A non-existant paper," *Journal of Carrying On*, vol. 12, 2011.
- **L. T. Lim**, E. Someone, and A. Other, "A study into fireside story-telling," *Journal of Carrying On*, vol. 7, 2008.

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### Conference Proceedings

- E. Someone and **L. T. Lim**, "Another paper something something," in *Proceedings of the 72nd AmaZing Conference*, Far Far Away, 2013.

## REFEREES

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