

ABRIL WURSTEN

Business Woman & Proud Geek

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Sunnyvale, CA
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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

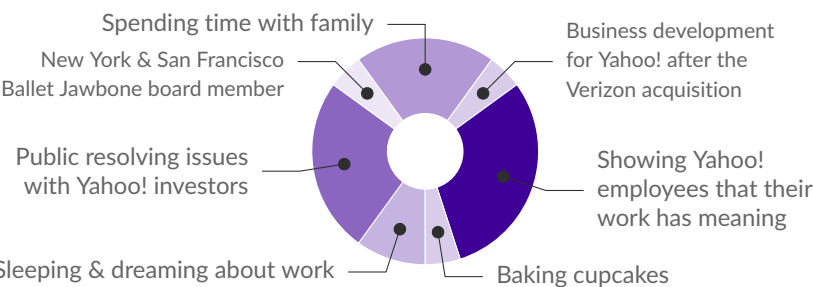
Product Manager & UI Lead

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

Books

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

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.

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