



S. MURRAY GAYLORD

Vice President, Brand Marketing
Yahoo! Inc.

As Vice President of Brand Marketing at Yahoo! Inc., Murray Gaylord is focused on continuing to build and enhance Yahoo!'s global brand. Among the teams that Gaylord leads are consumer and trade advertising, media planning, branded content/licensing, Buzz/promotions marketing, community relations, and the internal creative department.

A veteran of the advertising industry, Gaylord joined Yahoo! in March 2000 to develop and lead Yahoo!'s initiative to form comprehensive relationships with advertising agencies and represent Yahoo! in the advertising community. As part of this role, Gaylord has played a major role in the advertising industry's effort to create new standards, guidelines and terms and conditions for online advertising. Gaylord has also given presentations and participated in panel discussions at a variety of industry events, including the MIT Marketing Conference, Jupiter Online Advertising Forum and ad:tech, in addition to chairing the 2001 ARF annual conference.

Gaylord's lengthy advertising career began at Young & Rubicam in account management and he ultimately was named Vice President, Managing Director of Concepts, Y&R's new product and strategic planning "think tank." He then spent ten years as Executive Vice President, Group Account Director at Scali, McCabe, Sloves Advertising (today part of Lowe). At Scali, he ran the worldwide advertising business for Hertz Rent-a-Car and Chase Manhattan Bank. In 1989, Gaylord left Scali to join TBWA Advertising (now TBWA Chiat/Day) where he worked as Executive Vice President, Director of Client Services.

Gaylord is currently Vice Chairman of the American Advertising Federation, and serves on the boards of directors of the Advertising Research Foundation, the Advertising Educational Foundation, the Miami Ad School, and is a founding member of the eMarketing Association advisory board. He also serves on the board of networkforgood.org, a non-profit organization encouraging e-philanthropy.

Prior to joining Yahoo!, Gaylord was Executive Vice President and Chief Operating Officer at the Advertising Council, the nation's leading provider of public service messages. During his three years at the Ad Council, Gaylord spearheaded a major re-engineering of the organization and paved the way for new media partnerships, cause marketing partnerships, and new direct marketing models. Gaylord holds a bachelor's degree in Psychology from UCLA.