



MATILDA

EFFECT



Pionierinnen der Forschung Female Pioneers of Research

Pt. 71

Marissa Mayer



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Marissa Mayer (*1975)

Computer Scientist

She grew up in a tech-savvy
family

—her father was an engineer
and her mother a teacher—
and started programming at an
early age.

At ten she wrote her first game
in BASIC and later won several
mathematics competitions.





She earned her master's degree in computer science at *Stanford University* and then worked for *UBS Bank* in Switzerland as well as for the *Stanford Research Institute*.

In 1999 she became the company's 20th employee at *Google*. She played a pivotal role in the development and launch of products such as Google Search, Gmail, Google Maps, Google News, and the Google Toolbar, and her work earned her numerous patents.



After being promoted in 2010 to *Vice President of Search Products*—making her the youngest executive in the company—she left *Google* in 2012 to become CEO of *Yahoo!*.

yahoo!

During her tenure she initiated many modernizations and was involved in several acquisitions made by *Yahoo!*. Although user numbers grew, the financial results fell short of expectations, and in 2017 *Yahoo!*'s core business was sold.

Mayer then left *Yahoo!*.





In 2019 she founded the tech startup Lumi Labs, which focuses on artificial intelligence for product visualization in e-commerce.



Her net worth is estimated at roughly US \$600 million.

In parallel she is active in advocacy for women in the tech industry.

She delivers talks on leadership, diversity, and product innovation.

