



It's Official: Top NBCUni Ad Exec And World Economic Forum Taskforce Chair Is Twitter's New CEO

Description

Update: It's official – moments ago NBC confirmed that its head of advertising is leaving the company...

NBCUniversal today announced that Linda Yaccarino is leaving the company, effective immediately. Mark Marshall, currently President, Advertising Sales and Client Partnerships, will become interim Chairman of NBCUniversal's Advertising and Partnerships group, reporting to Mark Lazarus, Chairman, NBCUniversal Television and Streaming.

Mike Cavanagh, President of Comcast Corporation said, "We are grateful for Linda Yaccarino's leadership of NBCUniversal's Advertising Sales business, and for the innovative team and platform she has built. Linda has made countless contributions to the company during her twelve year tenure, and we wish her the best."

Linda Yaccarino said, "It has been an absolute honor to be part of Comcast NBCUniversal and lead the most incredible team. We've transformed our company and the entire industry—and I am so proud of what we've accomplished together, and grateful to my colleagues and mentors, especially Brian Roberts, Mike Cavanagh and the entire NBCU leadership team."

Mark Lazarus was named Chairman, NBCUniversal Television and Streaming in May

Musk has finally tweeted to confirm her position, noting that Yaccarino will focus primarily on business operations, while he will focus on product design & new technology

I am excited to welcome Linda Yaccarino as the new CEO of Twitter! [@LindaYacc](#) will focus

primarily on business operations, while I focus on product design & new technology.

Looking forward to working with Linda to transform this platform into X, the everything app.

<https://t.co/TiSJtTWuky>

— Elon Musk (@elonmusk) [May 12, 2023](#)

Paul Joseph Watson breaks down the two sides' view on this hire...

* * *

Are Twitter's days of encouraging free speech and independent thought numbered... or is Musk, just days after unveiling that Tucker is joining, playing 4D chess?

Just hours after Elon Musk announced he had picked a [new female Twitter](#) CEO candidate, the [WSJ revealed](#) the identity of the person in talks to become the next CEO of the world's most important social network: it is [Linda Yaccarino](#), who is currently NBCUniversal's influential head of advertising.



Yaccarino, who is chairman of global advertising and partnerships at NBCU, has been with NBCU for more than a decade, where she has been an industry advocate for finding better ways to measure the effectiveness of advertising. As head of NBCU's advertising sales, she was key in the launch of the company's ad-supported Peacock streaming service.

Elon Musk, Twitter's owner, said in a tweet Thursday that he had hired a new CEO, but didn't say who it was. "She will be starting in ~6 weeks!" Mr. Musk said in the tweet.

In some ways, Musk's pick of Yaccarino is not a surprise: as Chair of the Advertising Council's Board of Directors and arguably NBCU's top advertising exec, she is meant to fill a critical void at the new

Twitter: that of advertising. After all, despite having massive traffic, Musk's social network – which as a reminder cost him \$44 billion – has been hemorrhaging ad revenue as woke brands have abandoned the website.

Of the top 100 advertisers on Twitter before Mr. Musk bought the company, 37 spent nothing on Twitter advertising during the first quarter of this year, according to market-intelligence firm Sensor Tower, while an additional 24 brands reduced their average monthly Twitter ad spending by 80% or more.

As such, it will be Yaccarino's job to convince advertisers to return: Yaccarino, who oversees roughly \$13 billion in annual ad revenue, is well-known for her tight relationship with marketers and ad agencies. Yaccarino has a reputation for hard-nosed negotiating tactics, and media buyers have described her as the "velvet hammer."

Musk's announcement of the new CEO came days before one of the biggest events of the year for NBCU, the company's annual pitch event for advertisers, known as the upfront, which is scheduled for Monday in New York. And according to the WSJ, an NBCU spokesman said Ms. Yaccarino is in back-to-back rehearsals for NBCU's upfront.

On the other hand, the hiring of Yaccarino to head the social network which in recent months has become the bane of liberals and progressives through its encouragement of free speech and independent thought, both of which are despised and suppressed by the left, could be a problem.

For one, according to her [LinkedIn profile](#), Yaccarino is the **"Chairman of the WEF's Taskforce on Future of Work and sits on the WEF's Media, Entertainment and Culture Industry Governors Steering Committee. She is also highly engaged with the Value in Media initiative."** Most recently, she delivered the following speech in Jan 2020: '[World Economic Forum: Creating the Workplace of the Future by Focusing on People.](#)'



Linda Yaccarino · 3rd

Chairman at NBCU | Board Director | Global Leader | Marketer | COO | Philanthropist | Public Speaker

Talks about #marketing, #futureofwork, #partnerships, #economicimpact, and #mediaandtechnology



NBCUniversal Media, LLC



Penn State University

About

Behind any show, on any screen, there's an entire economic and technology infrastructure at work. No person has a bigger hand in shaping it than Linda Yaccarino. Every day, Yaccarino transforms the \$70 billion premium video ecosystem. As Chairman of Global Advertising and Partnerships, she is the strategic and operational bridge across the entirety of NBCUniversal's global networks, properties, and business units. She is responsible for stewarding and monetizing the company's industry-leading portfolio of linear networks, digital and streaming platforms, distribution and commerce partnerships, and client relationships. Yaccarino also oversees all Global, National and Local Ad Sales, Partnerships, Marketing, Ad Tech, Data, Measurement, Commerce, and Strategic Initiatives.

Yaccarino's 2,000-member global team connects emerging and established brands to hundreds of millions of viewers, driving impact across every sector. Since joining NBCU in 2011, her team has generated more than \$100 billion in ad sales, expanded the company's reach globally, forged groundbreaking commercial partnerships, launched the company's ad-supported streaming service, and made massive investments in data and technology capabilities.

For all partners, she's a sought-after connector, collaborator, and counselor; within her industry and company, she's a committed change agent and consummate unifier. Yaccarino has a track record to back it up, from convening partners to investigate better measurement, hosting the industry's leading media and technology developer conference, or as Chair of the Ad Council, when she rallied support from the business community, the White House, and government agencies to create a vaccination campaign, featuring Pope Francis, reaching more than 200 million Americans.

Yaccarino brings her decades of marketing, operations, and content distribution experience to serve all audiences and businesses. With her skills for operationalizing at scale, she was the first to revolutionize how the sales teams mobilized in the marketplace by developing a unified, tech-enabled trading system: NBCUniversal's One Platform. Further, she's leading the company's first-ever enterprise-level data strategy, including the launch of NBCUnified—a first-party identity platform that brings together consumer insights from every NBCU division. In short, Yaccarino has reengineered NBCUniversal's advertising business for the 21st century—and her approach has set new standards in the marketplace, as competitors follow her lead.

World Economic Forum

Executive Chair · Jan 2019 - Present

The World Economic Forum (WEF) is an independent international organization committed to improving the state of the world by engaging business, political, academic and other leaders of society to shape global, regional and industry agendas.

Yaccarino is the Chairman of the WEF's Taskforce on Future of Work and sits on the WEF's Media, Entertainment and Culture Industry Governors Steering Committee. She is also highly engaged with the Value in Media initiative.

Ad Council

Former Chairman of the Board and Executive Board Member · Jan 2014 - Present

The Ad Council is where creativity and causes converge. We use the power of communications to tackle the most pressing issues facing the country. We bring together the brightest minds in media, tech, advertising, entertainment and marketing to develop campaigns that inspire action—and change lives.

Yaccarino joined the Ad Council Board of Directors in 2014 and became a member of the Executive Committee in 2015. She first served as Vice Chair before her appointment to Board Chair from 2021-2022.

As 2021-2022 Ad Council Chair, Yaccarino partnered with the business community, the White House, and government agencies to create a COVID-19 vaccination campaign, featuring Pope Francis and reaching over 200 million Americans.

Source: [LinkedIn](#)

Additionally, in 2014 Yaccarino joined the Ad Council Board of Directors and became a member of the Executive Committee in 2015. She first served as Vice Chair before her appointment to Board Chair from 2021-2022.

And then there's this: in 2021-2022, as Ad Council Chair, **"Yaccarino partnered with the business community, the White House, and government agencies to create a COVID-19 vaccination campaign, featuring Pope Francis and reaching over 200 million Americans."**

Know the facts! The [@AdCouncil](#) is working to inform Americans on why we must embrace an FDA-approved [#Covid](#) vaccine and how to go about it. We're almost there, let's cross the finish line. [@lisaesherman](#) <https://t.co/AUv9tf9IFb>

— Linda Yaccarino (@lindayacc) [November 24, 2020](#)

And [finally](#):

*As an industry advocate, Yaccarino has called for a return to [values-based, trusted partnerships](#), spotlighting the most important issues facing her colleagues and peers. As 2021-2022 Ad Council Chair, Yaccarino partnered with the business community, the White House, and government agencies to create a COVID-19 vaccination campaign, featuring Pope Francis and reaching over 200 million Americans. **At NBCU, she uses the power of media to advance equity and helps to launch DEI-focused initiatives, including BOLD, a program for employing veterans; #ShesMy, a campaign to uplift women and girls; Scene in Color, a collaboration with Target to elevate emerging BIPOC film creatives; and a partnership with Telemundo to release a Latina-centric storytelling guide.***

Yes! It's time for action and working towards a more inclusive society.
<https://t.co/IMQreJ1K9P>

I nominate [@laura_molen](#) [@MarkMarshallNBC](#) [@joefbenarroch](#) [@OsAnsari](#) [@kknorring](#)

— Linda Yaccarino (@lindayacc) [October 21, 2020](#)

Things get a little more complicated however, when one considers that in May 2018 Trump Named Yaccarino (alongside Bill Belichick and a [bunch of other folks](#)) to a two-year term on the President's Council on Sports, Fitness and Nutrition. It wasn't immediately clear how long she lasted in this particular role.

Bottom line: despite that last rather odd detour, which can be attributed to Trump's habitual lack of due diligence, Yaccarino appears to be the perfect establishment hire, one who will help Twitter recover

most of its lost ad revenue... the trade-off may very well be that in the process twitter may just become the same company it was before its acquisition by Trump.

In response to the news of her hiring, the outcry has been – as one would imagine – extremely polarized.

The ostensible new Twitter CEO is a literal Cathedral propagandist who is an executive at NBC, the WEF, and the Ad Council creating vaccine propaganda
pic.twitter.com/cngnBxSufO

— America's Conscience (@saveusculture) [May 11, 2023](#)

Please, [@elonmusk](#), tell me you're trolling us, Linda Yaccarino!
You may as well put Rachel Maddow in charge of Twitter pic.twitter.com/jy5jNS08sq

— Vince Langman (@LangmanVince) [May 12, 2023](#)

This is reportedly the new Twitter CEO.

Pro- mask, pro-vaxx, and a participant in The World Economic Forum.

Under her Twitter, The [#DiedSuddenly](#) film would have never been allowed to see the light of day. [@elonmusk](#) if this is true- please reconsider this decision.
pic.twitter.com/H9qqjdxH0f

— DiedSuddenly (@DiedSuddenly_) [May 12, 2023](#)

In Linda Yaccarino, Elon Musk gets a CEO who is a seasoned ad executive who generally shares his political leanings.

But she's also the Chairman of a World Economic Forum task force so she can comfortably liaise with Twitter's current investors and advertisers around the world.

— Yashar Ali ? (@yashar) [May 11, 2023](#)

Linda Yaccarino ([@lindayacc](#)), the woman who is reportedly the new CEO of Twitter, follows:

- Chaya Raichik
- Jesse Watters
- Michael Shellenberger
- Ron DeSantis
- The Babylon Bee

- Giorgia Meloni
 - Maye Musk
 - Catturd
 - Vivek Ramaswamy
 - Tulsi Gabbard
 - Bari Weiss
- Max Berger (@maxberger) [May 11, 2023](#)

BREAKING: It appears that the new CEO of Twitter will be Linda Yaccarino, if the Wall Street Journal's reporting is correct.

People are already unfairly attacking her for her ties to different organizations and because she follows certain accounts here on Twitter.

The new CEO... pic.twitter.com/Cm6WKRAqEy

- Ed Krassenstein (@EdKrassen) [May 12, 2023](#)

JUST KIDDING!!

It looks like Trump ally Linda Yaccarino will be taking over.

So don't expect the trolling, hate speech, disinformation or criminal acts committed on this site to stop anytime soon! <https://t.co/B40PDiOtzW>

- Whistleblower Rebekah Jones (@GeoRebekah) [May 12, 2023](#)

If true, Linda Yaccarino would be a great CEO of Twitter. She gets the ad business and understands the needs of advertisers, can talk their language (ROI/brand safety) and will speak her mind while being deferential. [\\$TSLA](#) [@elonmusk](#) <https://t.co/qlh2ktrc4r>

- Gary Black (@garyblack00) [May 11, 2023](#)

Elon Musk is reportedly in talks to bring Linda Yaccarino, "Top World Economic Forum Official," on board as his new CEO of Twitter.

Anyone else getting major Twitter 1.0 vibes or is it just me? pic.twitter.com/yTDrUWhNPr

- Jason Jones (@jonesville) [May 12, 2023](#)

[@elonmusk](#) don't Bud Light yourself

— Dom (@brutusbrandy) [May 12, 2023](#)

Finally, the boss himself:

The commitment to open source transparency and accepting a wide range of viewpoints remains unchanged

— Elon Musk (@elonmusk) [May 12, 2023](#)

In conclusion, while it is certainly possible that Musk is playing 4D chess here, a prevailing sentiment among the replies is that “Twitter was fun for a few months. See you guys in the gulag.” One can only hope that it is wrong.

by Tyler Durden

Category

1. Economy-Business-Fin/Invest
2. Freedom-Free speech-Resistance & H-rights
3. Main
4. Media-Soc. media-Internet

Date Created

05/13/2023