

# Google taps top UK ad exec to run US sales

March 17 2009

---

(AP) -- Google is promoting a top advertising executive in Europe to oversee the Internet search leader's sales in North America and South America.

Dennis Woodside takes over from Tim Armstrong, who is leaving [Google](#) after 8 1/2 years to become [CEO](#) at AOL. Woodside, 40, had been steering Google's ad team in the [United Kingdom](#) for the past 2 1/2 years.

Google announced Woodside's promotion Tuesday, moving quickly to fill the void created after Armstrong disclosed his plans to leave late last week.

Armstrong's departure is seen as a blow because the United States generates more ad revenue for Google than any other country. Woodside was a logical successor because the United Kingdom is the Mountain View-based company's second-biggest market.

*©2009 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.*

Citation: Google taps top UK ad exec to run US sales (2009, March 17) retrieved 28 April 2024 from <https://phys.org/news/2009-03-google-uk-ad-exec-sales.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private
---

study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.