

Web standards group gets former tech exec as CEO

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(AP) -- A former executive with IBM and other tech companies has been named the new CEO of an organization in charge of coordinating the technical specifications behind the World Wide Web.

The Web's inventor, Tim Berners-Lee, is remaining the director of the [World Wide Web](#) Consortium, which writes the technical rules designed to ensure that Web pages can work using different software, different computers and different languages.

In becoming the consortium's [CEO](#), Jeffrey Jaffe replaces Steve Bratt, 53, who left the position in mid-2009 to run a Web foundation also started by Berners-Lee.

Jaffe, 55, has been vice president of technology at IBM Corp. and most recently [chief technology officer](#) at Novell Inc. He also was an executive at Bell Labs.

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