

Yahoo! extends shakeup with new finance chief

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People look over a new Yahoo mobile website at the 2008 International Consumer Electronics Show in Las Vegas. Yahoo! named Ken Goldman as chief financial officer as the struggling Internet giant extended its shakeup under new chief executive Marissa Mayer.

Yahoo! on Tuesday named Ken Goldman as chief financial officer as the struggling Internet giant extended its shakeup under new chief executive Marissa Mayer.

Goldman will start his job October 22 and will replace Tim Morse, who has been with the company since June 2009.

The new finance chief "will be responsible for Yahoo!'s global finance functions including financial planning and analysis, controllership, tax, treasury, and investor relations," a company statement said.

He will report directly to Mayer.

Goldman held a similar job at Fortinet, a provider of threat management technologies.

"Ken is one of the most accomplished and respected financial executives in the technology industry having served as a CFO for more than 25 years, and we're thrilled to have him join Yahoo!" said Mayer.

"His track record leading the financial strategy and stewardship of many successful public and private companies makes him an ideal choice for Yahoo! as we enter our next phase of growth."

The move comes amid reports that Mayer, who came from Google in July to turn around Yahoo!, was unveiling a new strategy for the longtime Internet pioneer.

A Yahoo! spokesman declined to comment on the reports.

Yahoo! has been trying to reinvent itself since the once-flourishing Internet search service found itself withering in Google's shadow.

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