

KRISTY COOK

YAHOO

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Kristy originally from Toronto, currently works with Yahoo in the SF Bay area. In this role at Yahoo, she and her team manage the end-to-end partner relationships for some of Yahoo's leading North American Partnerships. At present they include social media partner portfolio (i.e. Twitter, Facebook, Zynga; our channel partnerships (i.e. Match.com; Monster.com, Price Grabber; and local partnerships (Starbucks, GroupOn, etc). Previously her portfolio included partnerships such as Comcast, Verizon, Rogers, Turner Sports and eBay. Her expertise lies in bringing products & services to market – first half of her career was marketing communications – the second half has been product and partner focused.