

# Yahoo! hires 'gadget geek' Pogue in tech news push

SAN FRANCISCO, USA: Yahoo! on Monday, 21 October, announced that it hired New York Times reporter David Pogue to head a grand expansion of consumer-focused technology news.



Marissa Mayer of Yahoo! Image:  
Wikipedia

Pogue's hiring came as the faded Internet search company continued its quest to redefine itself as an online venue for "premier digital content."

"David will lead a major expansion of consumer technology coverage on Yahoo! and will publish columns, blog posts and video stories that demystify the gadgets, apps and technology that powers the daily lives of our users," chief executive Marissa Mayer said in a blog post.

Pogue's accomplishments include being a high-profile columnist for the New York Times, an author and an Emmy-winning television correspondent.

"He also just happens to be one of the nicest and most positive people I've met," Mayer said. "He has always been one of my favorite journalists," she added.

Pogue, 50, has covered consumer technology for more than 25 years. Yahoo! said that it will begin publishing Pogue's technology stories online by the end of this year.

"We all thrive on new experiences and as someone who loves to build cool new stuff, I'm excited to jump in head first," Pogue said in a release.

Source: AFP via I-Net Bridge

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