

Elon Musk appoints new Twitter CEO

After his controversial takeover of the social media company, Elon Musk has appointed a new chief executive for Twitter.



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The billionaire announced that Linda Yaccarino, former head of advertising at NBCUniversal, will be responsible for overseeing the site's business operations.

According to [reports](#) Yaccarino is expected to commence her new role in six weeks, while Musk will continue to be involved as executive chairman and chief technology officer.

“ I am excited to welcome Linda Yaccarino as the new CEO of Twitter! [@LindaYacc](#) will focus primarily on business operations, while I focus on product design & new technology. Looking forward to working with Linda to transform this platform into X, the everything app. <https://t.co/TiSJtTWuky>
— Elon Musk (@elonmusk) [May 12, 2023](#) ”

"Looking forward to working with Linda to transform this platform into X, the everything app," he said on Twitter.

Yaccarino commented: "I've long been inspired by your [Musk] vision to create a brighter future. I'm excited to help bring this vision to Twitter and transform this business together."

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