



2026 Page Annual Conference



Sona Iliffe-Moon, Chief Communications Officer, Yahoo

Sona Iliffe-Moon is Chief Communications Officer of Yahoo, the trusted digital guide for hundreds of millions of people globally, helping them achieve their goals online through its portfolio of iconic brands, including Yahoo News, Yahoo Finance, Yahoo Sports and more. She guides all aspects of Yahoo's global communications

strategy, overseeing corporate, consumer, and internal communications.

Sona brings over 20 years of experience leading strategic consumer, crisis and corporate communications for iconic brands including Facebook, Instagram, Lyft, Nestle, and Toyota. Sona has also worked at PR agencies Weber Shandwick and Hill & Knowlton across brands like Walmart, Reebok, CVS, Motorola and Carl's Jr. Prior to pursuing a career in public relations, Sona served as a foreign affairs officer in the Bureau of Arms Control at the US Department of State.

She earned a bachelor's degree in international relations at the George Washington University, and her master's degree in strategic public relations at the University of Southern California's Annenberg School.

Sona lives in Menlo Park, California with her husband and their three children. She enjoys strength training, spending time outdoors, fashion, great memes and dancing in her free time.