



Yipes hires first CFO

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[Yipes Enterprise Services Inc.](#) hired Scott Bauer as its first chief financial officer.

The San Francisco technology company also said Tuesday that it added Brennan Carley to its board of directors.

Bauer was vice president of finance at [Ask Jeeves Inc.](#) in Oakland (now known as Ask.com). He also worked for [Barclays Global Investors](#) and [Arthur Anderson LLP](#).

Until Bauer's arrival, the top financial executive at Yipes was Jeff Lockman, vice president of finance.

Carley takes the board seat formerly held by John Peters, the CEO of [Reconnex.com](#), who was also once the interim CEO of Yipes. Carley founded [Radianz](#) and was its chief technology officer. He also worked at [IBM Corp.](#) (NYSE: IBM)