

Lisa Ellis

Executive VP, Sony Music Label Group



Promoted to her post as executive VP of Sony Music Label Group in December 2006, Lisa Ellis works closely with chairman Rob Stringer in all aspects of the group's activities. In keeping with the company's focus on growth in the digital arena, Ellis recently secured an agreement with Verizon and Motorola for the

digital release of rock group AC/DC's catalog. "Strategically, we're trying to establish new business opportunities and develop nontraditional revenue," says Ellis, who joined Columbia Records in 1995 as a local promotion manager. In her new post, she also oversees the company's green initiatives, from packaging to work practices. Ellis' broadened scope still gives the former president of Sony Urban Music a chance to work with artists. In addition to Wyclef Jean and Prince—both of whom Ellis brought back to Columbia—her circle of artists includes Grammy Award winner John Legend, actor/musician Terrence Howard, Epic R&B newcomer Alice Smith and Maxwell, who is in the studio wrapping up his long-awaited new album. Ellis adds, "I have a hand in part of the big-picture planning and strategy. But music is still my passion."