

ANNUAL WOMEN'S ISSUE

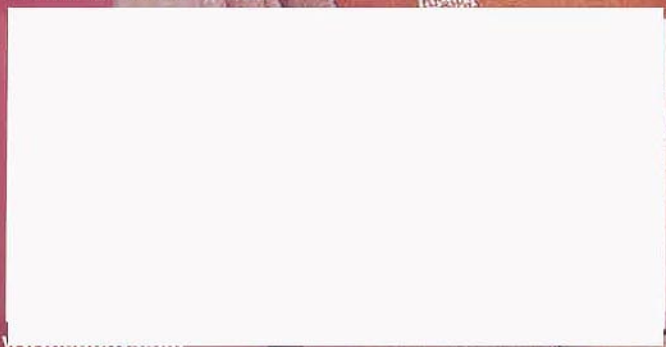
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LOVE!**

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Speak out on fame, marriage
& why it's her turn now

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SISTER POWER
In Corporate
America

Ask Dr. Ashby:
IT'S ALL ABOUT SEX!



5 Questions For: Lisa Ellis

try, but she is a true woman. Mostly, my parents simply just told me to be honest and never let anyone tell me there was something I could not do. I am fortunate that I just believe in myself while still having the utmost respect for others.

2 • How did you get into the music business?

I was hired away from working with Earl G. Graves to join CBS/Infinity Radio in Washington, D.C. I did promotion and event marketing for them, then briefly joined Reebok. I was at the MTV Awards one year while working at Reebok and met an executive from Columbia Records in Bryant Park. I was hired a month later.

3 • What are some of the extraordinary moments in your career?

Most are simple moments when you realize magic was happening. Everyone thinks that it is always the big moment. For instance, Destiny's Child: I love that I witnessed their first radio show. It was in Roanoke, Va., in a parking lot, and they performed like they were at Shea Stadium. I had a very funny moment with Maxwell in Washington, D.C., before he even sold one record or had any radio air play... He is exactly the same now as then. This year has been my proudest. I have the best team I could ever build. I love each and every one of them, and they all work so hard. There were probably a million times I almost cried at the growth of John Legend. On December 8, 2005, when the Grammy announcements were made, I nearly choked. He is my friend, and he has worked so hard to deserve it all. There is so much. I hate that I cannot say it all.

4 • What advice would you give college students or graduates looking to follow in your footsteps, or to get in the door on the corporate side of the music industry?

Be humble. Be smart. Listen. Do not be a victim. No, you do not deserve a million dollars a year; work for free if it is what you really want to do. Find a mentor you respect genuinely, not because they are popular.

5 • What do you think your colleagues would say about you?

I hope they say I am honest, direct and fair. □

Lisa Ellis is the new president of Sony Urban Music. Since 2004, Ellis has served as general manager of Sony Urban Music. Prior to that, she was senior vice president of strategic marketing and music licensing, Sony Music, where she worked with Columbia Records Group, Epic Records, Sony Music Nashville and Legacy Recordings. Ellis earned a bachelor of science degree in marketing from the University of Maryland in 1991. Described by those in the music industry as an effective executive with an amazing rapport with artists and those on her team, Ellis for the last decade has worked in nearly every facet of the music business, from securing air play at multiple radio formats to developing and executing national promotion campaigns to overseeing the label's street marketing team and Rap Mix Show Department. Ellis now wants to continue to grow and develop the Sony Urban division and to "help artists realize their goals."

1 • Is it more difficult for women to achieve top positions in the music industry than in corporate America in general?

It is hard. I have always had the philosophy that I am going to be the best, and prayed that a higher being would allow me to achieve my dreams. I am fortunate that I have had positive role models who believed in women. I have worked here at Sony for Don Ienner, CEO of Sony Label Group, for more than a decade now and never felt that he was anything but supportive of my dreams, and I have always expressed them to him honestly. Additionally, I have the greatest role model in Michele Anthony, president and COO of Sony Label Group. She is not only a leader in this indus-