



LISA ELLIS

BROKE OUT JOHN LEGEND AND AMERIE After Ellis signed multinominated Legend, she told everyone, "He needs to be the best new artist." And by doing so she stoked his already fired-up work ethic: "If you wanted him to sing at a barbershop or in the lobby of a building, he did it." Ellis, 35, promoted to Sony Urban Music President in December, also mainstreamed Amerie (who netted two nods) by "focusing heavily on choreography and fashion editorial to set her apart as a name brand," while keeping Sony Urban vets Destiny's Child on top with four nominations.