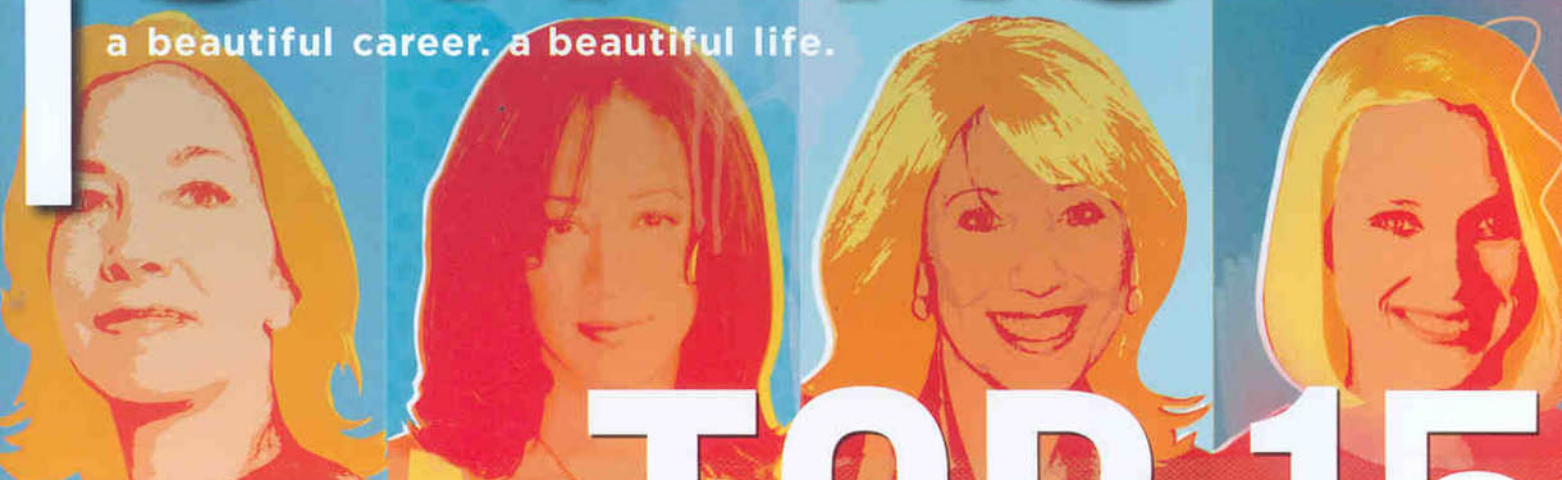




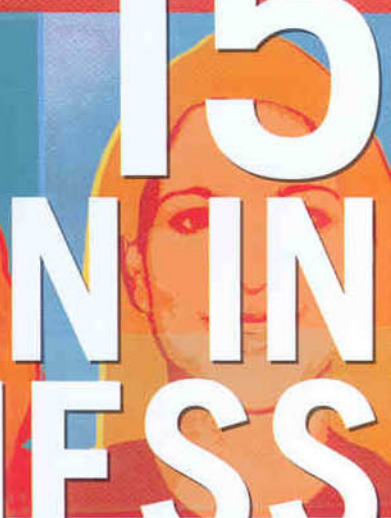
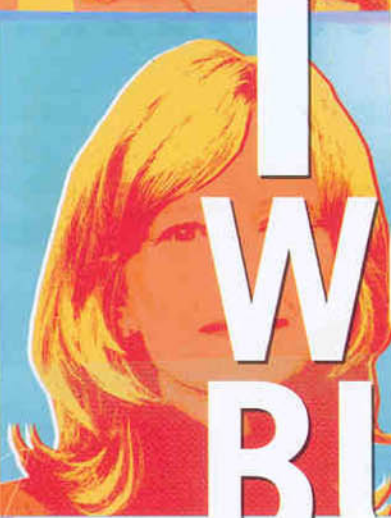
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• *the hit maker* •

LISA ELLIS, 36, EXECUTIVE VP,
SONY MUSIC LABEL GROUP,
NEW YORK CITY
SINGLE WITH TWO YORKIES

GAME PLAN: You've heard of the big-name recording artists that Ellis has worked with over the years: Beyonce, whom Ellis has known since the former Destiny's Child star was signed at 7; Three 6 Mafia, the surprising 2006 Oscar winner for Best Original Song; and 2006 Grammy winner for Best New Artist, John Legend. But in the music industry, Ellis – one of the youngest women execs in the business and one of a few women of color – is known for her remarkable 18-month turnaround of the Sony Urban Music Division she led for two years. How did she do it? "I've never followed anyone else's game plan," she says. "I write my own rules and follow my own path for what works."

REAL DEAL: "Who I am as a person is there. But there are challenges to feeling like you can be yourself. Every day someone says something to me that they wouldn't say to a man, and every day someone will do something to test me to see how far they can push me. So to get the message across, I have a pillow on the sofa in my office that says it for me. It reads: 'Don't test me. You will not win.'"