

# 25 of Media's Up-And-Comers

As the industry charges headlong into the digital age, a new crop of executives is moving to the fore. Here are the managers to watch in a number of key posts:

*BusinessWeek* rated the executives on several crucial skills needed to run a modern media business, with 1 being average and 5 being the strongest

■ OPERATIONS  
■ CREATIVE  
■ TECHNOLOGY  
■ FINANCE



**ALFRED LIGGINS III** 40 (MBA, Wharton)  
CEO, Radio One

3 4 3 5

Son of company founder who is branching out beyond radio to turn Radio One into a Univision for African Americans



**MICHELE ANTHONY** 48 (JD, USC)  
Chief Operating Officer, Sony Music Label Group  
Onetime lawyer for music acts, now on the front lines of the piracy fight, is the highest-ranking woman in the music biz

5 5 4 3



**SUSAN LYNE** 54  
CEO, Martha Stewart Omnimedia

3 5 2 3

Former ABC exec who greenlighted hit *Desperate Housewives*; now helping Martha create new brands after her jail time



**ROBERT BOWMAN** 49 (MBA, Wharton)  
CEO, MLB Advanced Media  
Former prez of conglomerate ITT is bringing America's pastime into the digital age by offering all kinds of video and audio services

3 2 4 5



**MICHAEL LYNTON** 45 (MBA, Harvard)  
CEO, Sony Pictures

3 5 5 4

Ran AOL Europe and Penguin Group; now bringing his creative and tech experience to the movie biz at the right time



**JOANNE BRADFORD** 41  
Chief Media Revenue Officer, Microsoft  
A rising star who is remaking online ad biz with universal measurements and helping to script Microsoft's media future

4 2 4 3



**JUDY McGRATH** 52  
CEO, MTV Networks

3 5 3 3

If Freston gets the top job at parent Viacom, his longtime lieutenant, who steered MTV from the get-go, could become #2



**R. BRANDON BURGESS** 37 (MBA, Wharton)  
Exec V-P, Business Development, NBC Universal  
Played a big role in sealing merger with Universal; now charting NBC U's digital future by helping to develop wireless services

3 2 5 5



**ANN SARNOFF** 42 (MBA, Harvard)  
COO, WNBA

4 3 3 4

Former Nickelodeon and VH1 exec is using her marketing and branding expertise to pump up the WNBA and women's sports



**STEVE BURKE** 46 (MBA, Harvard)  
COO, Comcast  
Former Disney exec who helped Brian Roberts build Comcast into a media power; hailed as one of best operators in the biz

5 4 4 4



**RICHARD SARNOFF** 45 (MBA, Harvard)  
Executive V-P, Random House

4 2 4 5

A dealmaker who helped build Random House into the world's largest publisher; now charting new territory in digital media



**KELLY CONLIN** 44 (MBA, Harvard)  
CEO, Primedia  
Journalist-turned-exec moving quickly to get niche publisher back on track, first by selling assets such as About.com

4 3 3 4



**DAN SCHULMAN** 46 (MBA, NYU)  
CEO, Virgin Mobile USA

5 3 4 4

Using hip Virgin brand to capture younger wireless customers in a business that looks more media-like every day



**SUSAN DECKER** 42 (MBA, Harvard)  
CFO, Yahoo!  
Onetime stock analyst using Wall Street sensibilities to help CEO Terry Semel transform Yahoo! into a new media platform

3 2 3 5



**STEVEN SWARTZ** 42  
Executive V-P, Hearst Newspapers

3 5 5 3

A former Page One editor at *The Wall Street Journal* and CEO of *Smart Money* often mentioned as future CEO material



**TERRY DENSON** 39 (JD, Georgetown)  
V-P, Video Programming, Verizon  
Former cable operator and MTV exec now helping No. 1 phone company compete in video services in its fight with cable

4 5 4 3



**ANNE SWEENEY** 47  
Co-Chair, Media Networks, Walt Disney

4 3 2 3

Wins plaudits for making the Disney Channel one of the hottest networks on cable; now oversees ABC and all cable operations



**PATRICIA FILI-KRUSHEL** 51 (MBA, Fordham)  
Exec V-P, Administration, Time Warner  
Helping CEO Dick Parsons manage 80,000 people and different cultures at Time Warner in wake of the AOL deal. Enough said

4 5 2 2



**KATHY VRABECK** 41 (MBA, Indiana University)  
President, Publishing, Activision

5 5 4 3

A top-notch marketer in the video-game biz, one of the fastest-growing sectors in media as Hollywood's latest revenue stream



**JULIUS GENACHOWSKI** 42 (JD, Harvard)  
Chief of Business Operations, Interactive Corp.  
Low-key exec who steps up to bring organizational and operating discipline to Barry Diller's e-commerce empire

2 2 3 5



**DEVIN WENIG** 38 (JD, Columbia)  
President, Customer Segments, Reuters

4 4 4 5

Playing a key role in helping to restructure the 153-year-old information business; seen as top-flight CEO material



**SCOTT GREENSTEIN** 45  
President, Entertainment & Sports, Sirius Radio  
Former movie studio exec helping to put satellite radio on the map by striking one hot programming deal after another

4 5 3 3



**VANESSA WITTMAN** 37 (MBA, Virginia)  
CFO, Adelphia Communications

4 2 4 5

Former investment banker who is steering the bankrupt cable operator through its financial debacle to a sale later this year



**SARA LEVINSON** 54  
President, Women's Group, Rodale  
Buoyed MTV and NFL. Now using her varied background in reaching consumers to help publisher Rodale go wide

4 4 3 3



**JEFF ZUCKER** 39  
President, NBC Universal TV Group

3 5 3 4

Onetime *Today Show* producer with a sharp mind and quick wit; could succeed CEO Bob Wright one day