

LEADERS

*"The common question that gets asked in business is, 'why?'
That's a good question, but an equally valid question is, 'why not?'"*
- Jeff Bezos



On the Cover

Innovators

Brad Karp

Chairman, Paul, Weiss, Rifkind,
Wharton & Garrison LLP - 16

Michael I. Roth

Chairman and Chief Executive Officer,
Interpublic Group - 22

Kathryn S. Wyld

President and Chief Executive Officer,
Partnership for New York City - 38

Karen M. Ignagni

President and Chief Executive Officer,
EmblemHealth, Inc. - 44

Sean McManus

Chairman, CBS Sports - 136

Jaymin B. Patel

President and Chief Executive Officer,
Brightstar Corp. - 144

Venus Williams - 150

Roger Deutsch

President and Chief Executive Officer,
Cell Science Systems, Corp. - 153

Ed Powers

U.S. Managing Principal-
Cyber Risk Services, Deloitte - 166

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