## WARREN BUFFETT GOES ALL IN • THE SEAFOOD BILLIONAIRE




## 11. Oprah Winfrey

## MEDIA MOGUL, U.S.

AGE: 58
The queen of media has upped her on-air presence on 24-hour cable channel OWN, bringing in the network's biggest audiences with exclusives on Whitney Houston's family and Lady Gaga.

## 12. Indra Nooyi

CEO, PEPSICO, U.S.
AGE: 56
Last year this superstar CEO returned $\$ 5.6$ billion to shareholders, and net revenue grew $14 \%$ to $\$ 66$ billion. But activist investors are lobbying for a company split-something she opposes.

## 13. Irene Rosenfeld

CEO, KRAFT FOODS, U.S.
AGE: 59
Busy orchestrating a corporate split of Kraft's North American grocery business and its global snacks business into 2 public companies, with the $\$ 35$ billion snacks company to be called Mondelez.

## 14. Lady Gaga

## ENTERTAINER, ADVOCATE, U.S.

AGE: 26
Holds court over some 28 million Little Monsters and raked in $\$ 52$ million this year. She also launched her own nonprofit, the Born This Way Foundation.

## 15. Virginia Rometty

## CEO, IBM, U.S.

AGE: 54
Tapped as CEO, becoming the first woman to head the century-old tech giant. "Ginni" is implementing a 5 -year strategy to use new markets such as cloud computing and business analytics software.

## 16. Cristina Fernandez de Kirchner

## PRESIDENT, ARGENTINA

AGE: 59
She's driving a booming economy in her second term: GDP is up $37 \%$ since 2007 at $\$ 725$ billion.

## 17. Ursula Burns

CEO, XEROX, U.S.
AGE: 53
Is reframing Xerox as a services business rather than a seller of printers and copiers. Burns sees continued growth through small acquisitions of health care and processing technologies.

## 18. Meg Whitman

CEO, HP, U.S.
AGE: 56
Struck out in election for California governor, but it might have been an easier job. Whitman has said it might take " 4 or 5 years" to fix the tech giant.

## 19. Aung San Suu Kyi

GENERAL SECRETARY, NATIONAL LEAGUE FOR DEMOCRACY, BURMA
AGE: 67
Less than 2 years after being released from nearly 2 decades under house arrest, she was elected to Burma's parliament and in June accepted her 1991 Nobel Peace Prize.

## 20. Maria das Gracas Silva Foster

CEO, PETROBRAS, BRAZIL
AGE: 59
Presides over mammoth Petrobras, which produces $91 \%$ of Brazil's oil and $90 \%$ of its natural gas.

## 21. Marissa Mayer



## CEO, YAHOO, U.S

AGE: 37
Google's 20th employee stunned the tech world when she announced she was leaving to become the new CEO of Yahoo. On the same day Mayer revealed she's expecting her first child this fall.

## 22. Anne Sweeney

COCHAIR, DISNEY MEDIA NETWORKS, PRESIDENT, DISNEY/ABC TELEVISION GROUP, U.S. AGE: 54
Oversees a portfolio of over 100 channels that reach 600 million viewers in 169 countries and has secured a deal with Univision to create an Englishlanguage channel targeting Hispanics.

## 23. Diane Sawyer

NEWS ANCHOR, ABC NEWS, U.S.
AGE: 66
Has anchored World News since 2009, which averages 7.6 million viewers a night, and is coanchoring ABC's presidential election coverage.

## 24. Angela Braly

CEO, WELLPOINT, U.S
AGE: 51
Runs the second-largest health insurer in the U.S. affecting the health care of one in 9 Americans.

## 25. Susan Wojcicki

SENIOR V.P., ADVERTISING, GOOGLE, U.S. AGE: 44
The brains behind all of Google's ad products and responsible for $96 \%$ of the company's nearly $\$ 40$ billion in revenue in 2011.

## 26. Queen Elizabeth II



MONARCH, U.K.

## AGE: 86

Busy commemorating her 60th Jubilee anniversary, including shaking hands with a former IRA commander. HRH is on track to become the longestreigning British monarch in over 1,200 years.

## 27. Julia Gillard

PRIME MINISTER, AUSTRALIA
AGE: 50
With 2 years under her belt as the first female prime minister of Australia, oversees a population of 22 million and a GDP of $\$ 926$ billion. This year the Labor Party leader has struggled with rising energy bills and illegal immigration.

## 28. Nancy Pelosi

MINORITY LEADER, HOUSE OF REPRESENTATIVES, U.S.
AGE: 72
The sole female voice at the table when top congressional leaders meet with President Obama.

## 29. Arianna Huffington

## EDITOR-IN-CHIEF, HUFFINGTON POST

 MEDIA GROUP, U.SAGE: 62
The media maven's online newspaper won its first Pulitzer Prize this year in national reporting, solidifying its place in an evolving news landscape.

## 30. Yingluck Shinawatra <br> PRIME MINISTER, THAILAND

AGE: 45
Oversees a country of 67 million and the secondlargest economy in Southeast Asia. One year into her term Shinawatra's ruling party has already been accused of plotting to overthrow the monarchy.

## 31. Kathleen Sebelius

SECRETARY OF HEALTH \& HUMAN SERVICES, U.S.

AGE: 64
Her most pressing concern continues to be implementing ObamaCare.

## 50. Rosalind Brewer <br> CEO, SAM'S CLUB, U.S. <br> AGE: 49

In January was appointed chief of Sam's Club, making history as the first woman and first AfricanAmerican to become CEO of a Wal-Mart unit.

## 51. Anna Wintour

EDITOR-IN-CHIEF, VOGUE, U.S.

## AGE: 62

The fashion powerhouse continues to use her sway in politics. This year the Obama bundler teamed up with actress Sarah Jessica Parker to cohost a $\$ 40,000$-a-plate dinner with the President, attended by a glittering array of designers and Hollywood icons. Some speculate she's after an ambassadorship in London, but she denies it.

## 52. Helene Gayle

## CEO, CARE USA, U.S.

AGE: 57
Last year the Horn of Africa was experiencing a famine that left millions on the brink of starvation, and Dr. Gayle was leading CARE on the ground. She oversees a budget of $\$ 626$ million to aid over 122 million people in 84 countries.

## 53. Christiane Amanpour

NEWS ANCHOR, CNN AND ABC NEWS, U.S. AGE: 54
On a mission to bring meaningful, serious news to the U.S. audience, reporting from global hot spots and landing interviews with major world leaders.

## 54. Rosalia Mera

BILLIONAIRE, PHILANTHROPIST, SPAIN AGE: 68
The richest woman in Spain, cofounder of the parent company of Zara stores, has used her fortune to contribute to causes dear to her heart: farm fishing, cancer treatments and fingerprinting for newborns.

## 55. Cynthia Carroll

CEO, ANGLO AMERICAN, U.K.
AGE: 55
Profits are soaring at the mining behemoth, thanks to rising demand in emerging markets like China and India. She also upped Anglo's share in De Beers, which produces $35 \%$ of the globe's diamonds.

## 56. Cher Wang

## CHAIR, HTC, TAIWAN

AGE: 53
The smartphone doyenne has had a rough year, taking a financial hit amid bruising competition and patent wars with Apple and Samsung.

## 57. Abigail Johnson

PRESIDENT, PERSONAL, WORKPLACE \& INSTITUTIONAL SERVICES, FIDELITY INVESTMENTS, U.S.

## AGE: 50

One of the highest-placed executives at Fidelity, the billionaire became even more influential after her father, "Ned," 82, passed her the chairmanship of the firm's flagship mutual fund business in 2011.


## Finding the Balance: Reflections Upon Career and Family Life

AUDREY BOONE TILLMAN EXECUTIVE VICE PRESIDENT, CORPORATE SERVICES AFLAC

When Audrey Boone Tillman, fresh out of law school, began working at a high-powered law firm in Greensboro, NC, she dove headlong into the legendary demands of legal work. "It was great," recalls Tillman, "but in that environment it wasn't necessarily a positive thing that you started a family or that you had obligations outside of work." That assumption-that more time at the office means more value for the firm, and that family concerns are somehow slacker concerns-still pervades much of corporate life in America. It's an assumption that Tillman has done a great deal to change in her 12-year tenure as head of Corporate Services at Aflac. And lately, it's an assumption that is being critically reexamined.

In a much-publicized Atlantic article, "Why Women Still Can't Have It All," author Anne-Marie Slaughter calls the "relentless competition to work harder, stay later, pull more all-nighters" the culture of "timemacho." This culture, with its impact on working life, may actually be counter-productive for everyone. Indeed, over the last decade a growing body of evidence suggests that companies offering greater time flexibility have happier employees who do their jobs better, stay in their careers longer and are generally
healthier than they would be other-wise-all concerns that Tillman has given a top priority.
"It has been important to me that the things Aflac does for employees are things that support the whole person, not just the employee," she says. Her efforts, which include allowing flexible schedules for parents, address the very things that many have called for to help improve worklife balance and have helped make Aflac a great place to work.

But as an extraordinarily successful career woman and mother of three teenage children-and a daughter of a career civil servant mother-Tillman also offers a key suggestion for others striving to strike the balance between work and professional life.
"Balance isn't just going to happen," she says. "You've got to make it happen." This includes asking someone to hold you accountable for maintaining your boundaries, for example, or taking a potential mentor to lunch. "Find somebody that you think is doing it well in terms of balance and don't be afraid to ask them about it." Above all, avoid comparing yourself to other people. "Finding what works for you," says Tillman, "will make for a happier personal life, a happier professional life, and a happier family life."

## "It's important to support the whole person, not just the employee."

> AUDREY BOONE TILLMAN EXECUTIVE VICE PRESIDENT, CORPORATE SERVICES AFLAC


## 58. Padmasree Warrior

CTO, CSO, CISCO SYSTEMS, U.S.
AGE: 51
Is responsible for all deals activity at one of the most acquisitive firms in technology. She took on an expanded role in June, after 5 years as CTO, and insiders say she's being groomed for the top spot.

## 59. Chanda Kochhar

CEO, MANAGING DIRECTOR, ICICI BANK, INDIA
AGE: 50
Runs the second-largest lender in India. She oversees assets of $\$ 93$ billion, 2,763 branches in India and the bank's presence in 19 countries.

## 60. Gail Kelly

CEO, WESTPAC GROUP, AUSTRALIA
AGE: 56
Oversees $\$ 631$ billion in assets, over 1,500 bank branches and 36,000 employees. She is actively working to improve gender equality at Westpac, with women in $37.5 \%$ of leadership roles.

## 61. Margaret Hamburg

COMMISSIONER, FOOD \& DRUG
ADMINISTRATION, U.S.
AGE: 57
In charge of the oversight of nearly a quarter of the U.S. economy, she's taken a hard-line approach on the FDA's manufacturing standards, a move many blame for drug shortages.

## 62. Ellen Kullman

CEO, DUPONT, U.S.
AGE: 56
Led an acquisition of Danish food-enzyme company Danisco and is out to improve global food security by 2020 , including a $\$ 10$ billion investment in the R\&D of products that help agriculture sustainability.

## 63. Drew Gilpin Faust

PRESIDENT, HARVARD UNIVERSITY, U.S. AGE: 64
Has greatly increased financial aid for middleincome students, testified before Congress for increased scientific research funding and is an outspoken supporter of immigration reform.

## 64. Shari Arison

BILLIONAIRE, PHILANTHROPIST, ISRAEL AGE: 55
Israel's richest woman inherited stakes in Carnival Cruises, owns Israel's largest salt manufacturer and founded global water efficiency company Miya. Last year she launched social platform Goodnet.org to support volunteerism and community service.

## 65. Mary Schapiro

CHAIR, SECURITIES \& EXCHANGE
COMMISSION, U.S.

## AGE: 57

Is one of the world's most powerful female regulators. This year she's been fighting to revamp the $\$ 2.5$ trillion money market fund industry, which she believes remains vulnerable to market panics.

## 66. Angelina Jolie

ACTRESS, PHILANTHROPIST, U.S.
AGE: 37
An Academy Award-winning actress, a first-time director, a UN Goodwill Ambassador and as of April 2012 a special envoy of the High Commissioner of the UNHCR, the UN's special agency for refugees.

## 67. Miuccia Prada

FASHION DESIGNER, OWNER, PRADA, ITALY AGE: 63
Her clothing company, Prada, went public last year, landing her on FORBES' list of billionaires. Her work headlines an exhibit at the Metropolitan Museum of Art: "Schiaparelli and Prada: Impossible Conversations."

## 68. Carol Meyrowitz

CEO, TJX COMPANIES, U.S.
AGE: 58
Meyrowitz runs over 2,900 discount retail stores in the U.S. and abroad, including T.J. Maxx and Marshalls, and is looking to increase that number to 4,500 stores and enter the online retail space.

## 69. Ertharin Cousin

EXECUTIVE DIRECTOR, UN WORLD FOOD PROGRAMME, ITALY

## AGE: 55

Has been involved in food and hunger issues through nonprofit, government and corporate means for 25 years. In April she became director of the world's largest humanitarian organization.

## 70. Sue Gardner

EXECUTIVE DIRECTOR, WIKIMEDIA
FOUNDATION, U.S.

## AGE: 45

Leads the sixth-most-visited website in the world and has had great success increasing donations and expanding access for readers and contributors.

## 71. Joyce Banda

PRESIDENT, MALAWI
AGE: 62
This April, became Malawi's first female president.


## 72. Sri Mulyani Indrawati

MANAGING DIRECTOR, WORLD BANK, U.S. AGE: 50
Has served as the most senior woman at the World Bank since May 2010.

## 73. Bonnie Hammer

CHAIR, CABLE ENTERTAINMENT \& CABLE STUDIOS, NBCUNIVERSAL, U.S. AGE: 62
Credited with taking the USA Network to the No. 1 spot in cable for the past 6 years and the SyFy channel into the top 5 .

## 74. Chua Sock Koong



GROUP CEO, SINGAPORE TELECOM, SINGAPORE
AGE: 53
With a customer base of 445 million, SingTel spans 26 countries and employs 23,000 .

## 75. Sofia Vergara

ACTRESS, ENTREPRENEUR, U.S.
AGE: 40
The highest-paid actress on TV and a mega-watt indicator of the $\$ 1$ trillion Hispanic market.

## 76. Ho Ching

CEO, TEMASEK, SINGAPORE
AGE: 59
Focusing the investment house's portfolio on the twin transformations of Asia and Singapore, and extending into non-Asian international investments.

## 77. Tina Brown

EDITOR-IN-CHIEF, NEWSWEEK, THE DAILY BEAST, U.S.
AGE: 58
Runs both Newsweek and the Daily Beast, and is a major supporter of women's rights and leadership.

## 78. J.K. Rowling

BILLIONAIRE, AUTHOR, U.K.

## AGE: 47

The Harry Potter series finally became available in digital form in 2012 via the website Pottermore, with Rowling pocketing much of the sale price. The site's store sold over $\$ 4$ million in its first month.

## 79. Chan Laiwa

CHAIR, FU WAH INTERNATIONAL
GROUP, CHINA
AGE: 71
One of China's most influential businesswomen and cultural diplomats. She is now focused on the China Red Sandalwood Museum in Beijing.

## 80. Kiran Mazumdar-Shaw <br> CHAIR, BIOCON, INDIA

AGE: 59
Close to partnering in development and commercialization of oral insulin with Bristol-Myers Squibb.

## 81. Ngozi Okonjo-Iweala

FINANCE MINISTER, NIGERIA
AGE: 58
Left the World Bank in 2011 for a second run as Nigerian finance minister.

## 82. Ellen Johnson Sirleaf <br> PRESIDENT, LIBERIA <br> AGE: 73

Elected to her second term just weeks after she was awarded the Nobel Peace Prize for her efforts to promote women's rights and peace.

## 83. Gisele Bundchen

SUPERMODEL, ENTREPRENEUR, BRAZIL AGE: 32
The world's most powerful supermodel is an endorsement queen. Last year she pulled in an estimated $\$ 45$ million and still had time to act as an ambassador for the UN Environmental Programme.

## 84. Mary Meeker

PARTNER, KLEINER, PERKINS, CAUFIELD \& BYERS, U.S.
AGE: 52
In 2011 the famed "Queen of the Net" became a partner at KPCB, and her annual "Internet Report" holds particular sway over the tech industry.

## 85. Shaikha Khalid Al-Bahar



CEO-KUWAIT, NATIONAL BANK OF KUWAIT, KUWAIT
AGE: 57
While the National Bank of Kuwait operates 176 branches worldwide, she oversees the bank's core: Kuwait and assets of more than $\$ 48$ billion.

## 86. Marjorie Scardino

CEO, PEARSON, U.K.
AGE: 65
She is guiding the 168 -year-old publishing business, which owns the Financial Times and publisher Penguin Group, through a digital transformation.

## 87. Solina Chau

DIRECTOR, LI KA SHING FOUNDATION, HONG KONG
AGE: 50
Through the $\$ 8.2$ billion foundation's moneymaking unit, Horizons Ventures, she's been instrumental in driving high-tech deals and investments in companies such as Facebook, Skype, Spotify and Siri.

## 88. Jan Fields

PRESIDENT, MCDONALD'S USA, U.S. AGE: 57
Has turned a health-conscious new leaf: McDonald's is cutting its calorie counts, adding fruit for Happy Meal desserts and reducing french fry portion sizes.

## 89. Weili Dai

COFOUNDER, MARVELL TECH. GROUP, U.S. AGE: 51
Cofounder of one of the world's leading producers of "fabless" semiconductors, with a client roster that includes Apple, Samsung and Toshiba.

## 90. Risa Lavizzo-Mourey <br> CEO, ROBERT WOOD JOHNSON FOUNDATION, U.S.

## AGE: 57

Oversees an estimated 700 grants that dedicate up to $\$ 400$ million per year toward improving health and health care, including assisting states with the implementation of the Affordable Care Act.

## 91. Sun Yafang

CHAIR, HUAWEI TECHNOLOGIES, CHINA AGE: 56
Credited with turning Huawei into the world's No. 2 maker of telecom equipment, with 2011 revenues topping $\$ 32$ billion.

## 92. Sheikha Lubna Al Qasimi

MINISTER OF FOREIGN TRADE, U.A.E. AGE: 53
This year she has been using her post to strengthen exports to Arab markets.

## 93. Guler Sabanci

CHAIR, SABANCI HOLDING, TURKEY AGE: 57
The third-generation leader of the second-largest company in Turkey, which has a controlling interest in companies in the financial services, energy, cement and retail sectors.

## 94. Greta Van Susteren <br> NEWS ANCHOR, FOX NEWS, U.S. <br> AGE: 58

Currently the longest-serving cable news anchormale or female-on television.

## 95. Mary Callahan Erdoes

CEO, ASSET MANAGEMENT, JPMORGAN CHASE, U.S.
AGE: 45
One of the most powerful women on Wall Street is also one the few high-ranking women left. When JPMorgan Chase made trades in 2012 that resulted in billions in losses, Erdoes' unit took the opposite bet.

## 96. Mindy Grossman <br> CEO, HSN, U.S. <br> AGE: 55

Continues to find creative ways to broaden audience base, adding an online videogame channel to tap into the growing population of female gamers.

## 97. Patricia Woertz



CEO, ARCHER DANIELS MIDLAND, U.S.
AGE: 59
Oversees massive agribusiness ADM, which converts corn, oil seeds, wheat and cocoa into products used for food, animal feed and energy and which operates in over 75 countries around the world.

## 98. Judith Rodin

PRESIDENT, THE ROCKEFELLER FOUNDATION, U.S.
AGE: 68
In the last year she has overseen the distribution of $\$ 141$ million to solving global problems.

## 99. Beth Brooke

GLOBAL VICE CHAIR, ERNST \& YOUNG, U.S. AGE: 53
Has public policy responsibility for the firm's operations in 140 countries.

## 100. Sheikha Al Mayassa Al-Thani

 CHAIR, QATAR MUSEUMS AUTHORITY, QATAR AGE: 29Arguably the most powerful woman in the art world today. Last year she paid $\$ 250$ million for Paul Cézanne's "The Card Players," setting a record for the highest price paid for a painting ever.

[^0]
## FORBES

## THE TOO MOST POWERFUL WOMEN



## 32. Beyonce Knowles

## ENTERTAINER, ENTREPRENEUR, U.S.

AGE: 31
After giving birth to daughter Blue Ivy Carter (with rapper Jay-Z), Knowles was "Back to Business" performing, earning $\$ 40$ million this past year.

## 33. Diane von Furstenberg

## FASHION DESIGNER, U.S.

AGE: 65
It's been a year of interesting-and mass-marketcollaborations for the veteran fashion designer. In June she entered her fourth term as president of the Council of Fashion Designers of America. She is also teaming up with lifestyle brand ROXY for a line of swimwear that will hit stores in spring 2013.

## 34. Helen Clark

ADMINISTRATOR, UN DEVELOPMENT PROGRAMME, U.S.

## AGE: 62

In her fourth year she has continued her persistent dedication to the Millennium Development Goals: eradicate extreme hunger, universal education and improve maternal health by 2015.

## 35. Georgina Rinehart

BILLIONAIRE, ACTIVIST, AUSTRALIA
AGE: 58
The richest woman in Asia-Pacific is publicly lobbying against mining and carbon taxes and pushing to relax Australia's immigration policies. Now fighting legal action launched by 3 of her 4 children over the operation of a family trust.

## 36. Amy Pascal

COCHAIR, SONY PICTURES ENTERTAINMENT, U.S.

## AGE: 54

A Hollywood tastemaker behind many of this year's biggest blockbusters: 21 Jump Street, Men in Black 3, The Amazing Spider-Man, Total Recall and Skyfall (the next James Bond film), to name a few. Also behind acclaimed TV drama Breaking Bad.

## 37. Margaret Chan

DIRECTOR-GENERAL, WORLD HEALTH ORGANIZATION, SWITZERLAND

## AGE: 65

Starting her second 5-year term as the world's most influential proselytizer for strengthening health care systems and single disease initiatives.

## 38. Jennifer Lopez

## ENTERTAINER, ENTREPRENEUR, U.S

## AGE: 43

May be the most successful entertainer on the planet, raking in an estimated $\$ 52$ million last year with projects in almost every corner of the industry.

## 39. Sheri McCoy

CEO, AVON, U.S.

## AGE: 53

Edged out of the top job at J\&J, she took the CEO seat at Avon, the world's largest direct seller of beauty products, with sales reps in 100 countries.

## 40. Shakira

ENTERTAINER, PHILANTHROPIST, COLOMBIA AGE: 35
Has sold more than 70 million albums worldwide and is reportedly nearing a $\$ 60$ million deal for her next 3 albums and tours. Also founder of the Barefoot Foundation, which works with early education systems around the world.

## 41. Mary Barra

SENIOR V.P., GLOBAL PRODUCT DEV., GM, U.S. AGE: 50
The highest-ranking woman at GM, she oversees 36,000 people and leads the design, engineering and quality of the automaker's 11 global brands. Current GM CEO Dan Akerson, who appointed her head of global product development in early 2011, has publicly named her as a possible successor.

## 42. Zhang Xin



## CEO, SOHO CHINA, CHINA

AGE: 47
The billionaire CEO leads Soho China, the nation's largest property developer, with her husband, Pan Shiyi, to form the power couple of China's real estate industry.

## 43. Alice Walton

BILLIONAIRE, PHILANTHROPIST, U.S.
AGE: 63
On 11/11/11 opened Crystal Bridges Museum of American Art in Wal-Mart hometown of Bentonville, Ark. Her estimated net worth rose by $\$ 2$ billion this year, and she's putting that money to work for a Mitt Romney-backing super-PAC.

## 44. Laura Lang

CEO, TIME INC., U.S.
AGE: 56
As the first CEO from outside the industry, she's focusing on the evolving digital market. Her first major deal on the job was with Apple to sell iPad subscriptions for 20 magazines.

## 45. Angela Ahrendts



CEO, BURBERRY, U.K.
AGE: 52
CEO of one of the world's most iconic brands, she is the power behind $\$ 2.9$ billion in annual revenues and is reinvigorating the century-old British fashion house with Silicon Valley savvy.

## 46. Sue Naegle

PRESIDENT, HBO ENTERTAINMENT, U.S. AGE: 43
Oversees all series programming and specials, juggling $\$ 100$ million budgets on huge global successes such as Game of Thrones, Boardwalk Empire and Aaron Sorkin's The Newsroom.

## 47. Ellen DeGeneres

ENTERTAINER, ADVOCATE, U.S.
AGE: 54
The star and executive producer of the daytime talk show hit The Ellen DeGeneres Show (now in its tenth season and averaging 3 million viewers per episode) is rumored to be paid $\$ 20$ million for a 2 -year J.C. Penney ad campaign. She is also a fierce antibullying advocate.

## 48. Safra Catz

CFO, ORACLE, U.S.
AGE: 50
Has been bullish on the software giant's future and said the company could this year post the highest operating margins in its history. In June launched its cloud computing service, a growth driver that could bring in $\$ 1$ billion in revenue in its first year.

## 49. Laurene Powell Jobs

BILLIONAIRE, PHILANTHROPIST, U.S. AGE: 48
Became the richest woman in Silicon Valley this year, with an estimated net worth of $\$ 9$ billion. She maintains control of living trusts under her late husband's name, among them the Steven P. Jobs Trust, which is the largest Disney shareholder. She is also the founder and chair of the Emerson Collective, a nonprofit that focuses on using entrepreneurship to advance social reform and help underresourced public school students.


[^0]:    METHODOLOGY
    We selected the 100 most influential women from 7 categories or power bases: billionaires, business, lifestyle (including entertainment and fashion), media, nonprofits/NGOs, politics and technology. To determine the rank within each category, as well as overall rank on the list of 100, we applied three metrics: money, media presence and impact.
    For the money metric we looked at 2011 company revenue and market value (where available) for business, media and tech; for lifestyle we looked at salary, using the FORBES 2012 Celebrity 100; for GDP, politics and net worth from the FORBES 2012 World's Billionaires list for those with 10 -figure bank accounts. Women from nonprofits/NGOs were rated on dollars spent fulfilling the organization's mission.

    The media component accounts for news hits (Factiva) and TV and radio appearances (Nexis) from the past 12 months, plus social media: Facebook fans, Twitter followers and YouTube channel subscribers, all as of July 2012 . Finally we scored our candidates on their impact. This includes the extent of their reach across industries, cultures and countries, the number of spheres of influence and people they affect and how actively they wield their power.
    FOR EXCLUSIVE POWER WOMEN PHOTOS, VIDEO AND ARTICLES GO TO FORBES.COM/POWERWOMEN.

