

2009



pink's
TOP 15
WOMEN
IN BUSINESS
THE GLASS-BREAKERS

**COUNTLESS WOMEN HAVE SEEN FARTHER
IN BUSINESS ON THE SHOULDERS OF THESE GIANTS.
NOW THE WOMEN THEY'VE SUPPORTED
RETURN THE FAVOR — AND PUSH THEM TO
THE TOP OF PINK'S EXCLUSIVE LIST.**





HALA MODELMOG
PRESIDENT AND CEO

SUSAN G. KOMEN FOR THE CURE

Commands the fight against breast cancer – and pledges \$2 billion more in aid over the next decade.

BY MELINDA ENNIS-ROUGHTON

I first met Hala Modellmog 24 years ago when we were both starting out at the same company, Arby's Restaurants. More recently I was her CMO when she was president of Church's Chicken. Even in those early years, a key to her success was her ability to be competitive and ambitious without the Machiavellian tendencies that too often accompany those traits.

It's an inner strength and certitude that allow Hala to achieve without measuring herself against her peers, especially her peers who happen to be women. Men build networks in the workplace, but I believe women build *communities*. And Hala's professional community has never been one based on status, income or titles. When Hala was at Church's, she would walk into a restaurant and be greeted with warmth by everyone from the dishwasher to the fry cook, but especially by the women employees. She was a wonderful role model because she was so down-to-earth, and they personally related to her achievement.

Whether it's a young woman who is just starting her path, or a peer who has fallen on hard times, Hala sees beneath the surface and remembers her own start, or her own hard times, and reaches out on that basis – woman to woman.

Melinda Ennis-Roughton is executive director and CMO of Brand Atlanta.



KAREN B. PEETZ

CEO OF ISSUER, TREASURY,
BROKER-DEALER AND ALTERNATIVE
INVESTMENT SERVICES

THE BANK OF NEW YORK MELLON

*Responsible for more than
30 percent of the corporation's
\$15 billion in revenue.*

BY SARAH DIAMOND

When meeting Karen Peetz, you are struck by her gentle grace and elegance – qualities unexpected in someone who leads 10,000 employees in more than 70 locations around the world. Karen and I became friends through our shared interest in supporting and sponsoring women's careers. A few years ago, I invited her to the annual Merit Award dinner of the Women's Bond Club of New York (WBC), one of the most influential organizations for women in financial services. Karen quickly determined to use the WBC as a platform to launch a women's initiative for The Bank of New York Mellon, and the Women's Initiative Network (WIN) was born.

Karen has since been the driving force behind the success and rapid expansion of WIN. Its official membership now stands at 2,000 in the U.S., and as a result of Karen's guidance, WIN has become the template for three other affinity networks at the company.

As Karen says, women can best support their careers by setting clear goals and regularly evaluating their progress. She not only demonstrates these tactics herself, but also goes out of her way to help other women do the same.

Sarah Diamond is head of Strategy and Global Industries for IBM Global Business Services.



LAURIE N. ROBINSON

VICE PRESIDENT AND ASSISTANT
GENERAL COUNSEL
CBS CORP.

*Manages legal affairs for more
than 150 CBS radio and
television stations nationwide.*

BY TERI MCCLURE

I first met Laurie Robinson in 2004 when she was developing an organization to connect women attorneys of color – now called Corporate Counsel Women of Color, which Laurie leads as CEO on top of her legal career. She was planning her first conference that year, so I reached out to her. I found Laurie to be a dynamic young lady who is committed to improving opportunities for women of color. She doesn't do this to further her own career, but genuinely wants to help others. Today the CCWC has more than 2,300 members.

Even at a relatively young age, Laurie has the profound wisdom to know that, as professional women, it's never too late for us to do something different. You just have to get started and take it one step at a time, she says.

Together we have a mutually inspiring relationship. I'm encouraged by her energy and drive, and her vibrant conferences have created a valuable new network for me. In turn, I encourage her in her own career by sharing advice, such as the importance of drawing boundaries. Laurie's help of others will continue to drive her own achievement. In whatever she wants to do, she'll succeed.

Teri McClure is senior vice president of legal, compliance and public affairs, and general counsel and corporate secretary, for UPS.