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JUNE
2011

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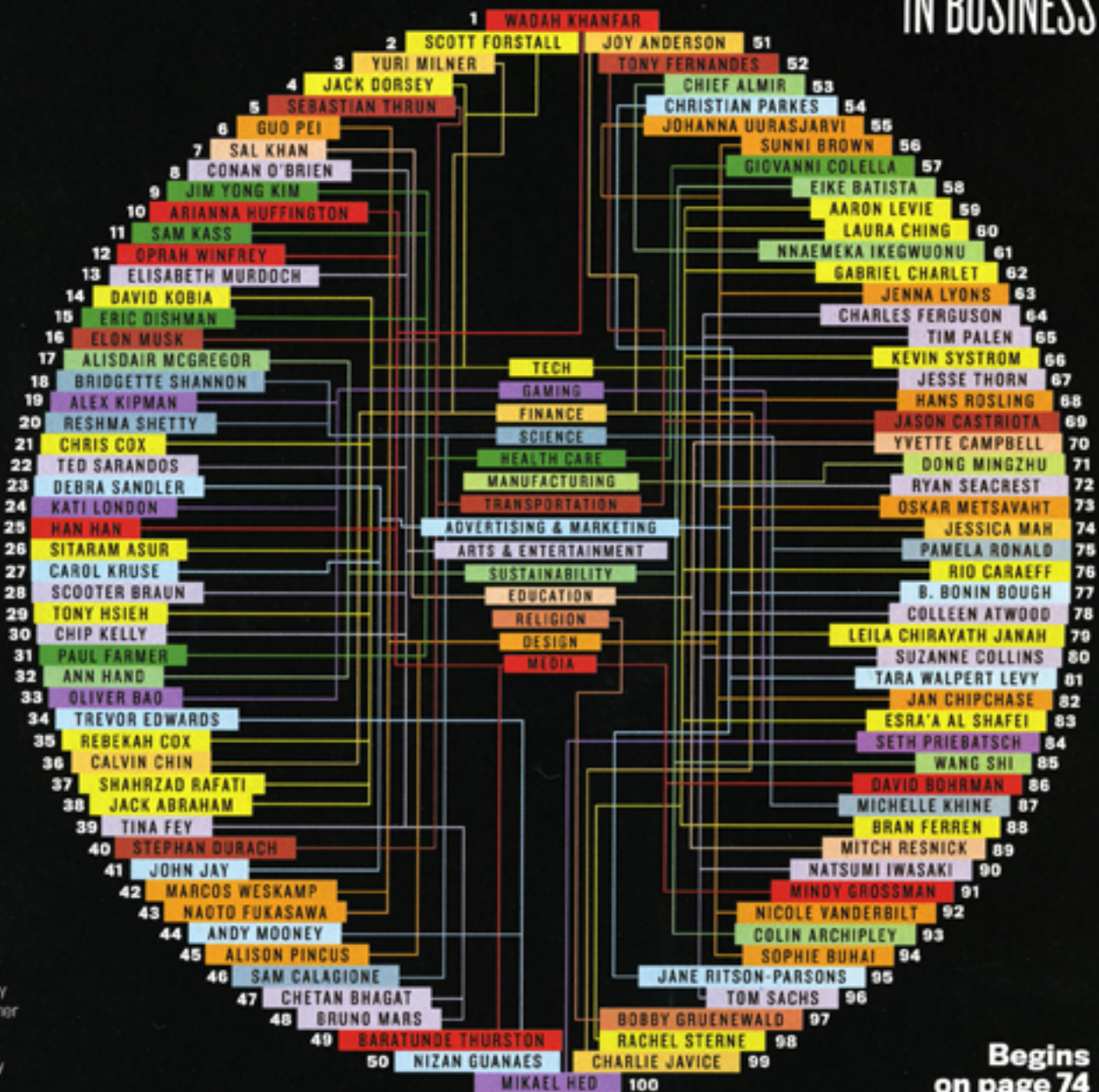
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THE 100

MOST CREATIVE PEOPLE IN BUSINESS



ON THE COVER
Photograph by
Matthias Clamer

THIS PAGE
Infographic by
Liz Meyer

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on page 74

JASON CASTRIOTA

Saab

Jason Castriota has a reputation for blending the romance of supercar design (Ferrari, Maserati) with the modern recasting of a car's heritage. "I take its philosophy and then push that aesthetic forward," he says. So it's no surprise that, just a year into his stint as Saab's design director, Castriota is revving things up. His bold, futuristic Phoenix concept car was unveiled in March and immediately drew a polarized response. "It created a tremendous amount of controversy," Castriota says. "It was a manifesto." The new Saab 9-3 he's designing will hit dealers in 2012.

YVETTE CAMPBELL

The Harlem School of the Arts

"Stephanie Dabney was the first black ballerina I saw on stage," recalls Yvette Campbell, a former dancer. "The way she jumped was incredible." Now Campbell is helping the Harlem School of the Arts, briefly shuttered due to mismanagement, to soar again. Since joining the community arts organization in January, she's targeting new business development—in much the same way she grew earned revenue for her last employer, the Alvin Ailey Extension, from \$35,000 to \$2.2 million in five years.

DONG MINGZHU

Gree

As head of China's leading air-conditioning company (2010 revenue: \$9.2 billion), Dong Mingzhu has revolutionized retail practices in her home country, where, before Gree, stores typically did not pay for merchandise until it was sold. The self-made millionaire, who's known for dropping bon mots such as "I'll rest when I retire," is also famously kind to her employees, who get 24 weeks of paid maternity leave, double what the law requires.

MCP

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RYAN SEACREST
Ryan Seacrest Productions

"I LIKE TO DRIVE AROUND L.A. AND JUST THINK, I FIND THAT TIME ALONE COMFORTING, EVEN IN A CITY WITH THIS MUCH TRAFFIC."

AS A KID, Ryan Seacrest spent hours watching game shows—but not for glitz and giveaways. "I just loved seeing normal people on television," he recalls. "It was so interesting and relatable." Decades later, those same tenets drive Ryan Seacrest Productions, whose diverse crop of reality hits

includes ABC's *Jamie Oliver's Food Revolution*, which follows the celebrity chef from small towns to L.A., and E!'s flotilla of Kardashian family antics ("The exterior is glamour, but it's *The Brady Bunch*," he says). It helps, of course, that Seacrest hosts America's most popular TV series (*American Idol*) and a radio program (*On Air With Ryan Seacrest*)—positions that put him in touch with the public so he can gauge buzz on possible show subjects. "Talking is what I do," he says, "but listening is my job."