

## Jada Pinkett Smith

40, CEO, 100% WOMON PRODUCTIONS

Whether coproducing Broadway plays (*Fela!*), penning inspirational books (*Girls Hold Up This World*), producing blockbuster films (*The Karate Kid*) or helming star vehicles of her own (*HawthoRNe*), she showcases women, and people of color, in a truthful light.

**POWER LESSON:** Having the opportunity to get involved in *HawthoRNe* helped Smith hone her craft: "I felt like I needed a classroom where I could sharpen my storytelling skills at a rapid pace because in television you're basically creating a new movie every week." —Regina R. Robertson



# THE HOLLYWOOD ELITE

## Tyra Banks

37, CEO, BANKABLE PRODUCTIONS

Since making history as the first Black model to grace the cover of *GQ*, she's fortified her brand across multimedia channels. In 2003 Banks launched Bankable Productions and took center stage for *America's Next Top Model*, which airs in more than 170 markets. Five years later she helmed *The Tyra Banks Show*, earning two Daytime Emmys. Banks is now enrolled at Harvard Business School and continues to broaden her reach with the fashion-forward site *typef.com* and the three-part fantasy novel series *Modelland*.

**POWER MANTRA:** "Empowering women and expanding the definition of beauty is bigger than me." —R.R.R.



## Shonda Rhimes

41, CEO, SHONDALAND PRODUCTIONS

As creator, writer and executive producer of *Grey's Anatomy*, *Private Practice* and the upcoming politically charged drama *Scandal*, she's the only showrunner to oversee three drama



series this television season. In six years Rhimes has created a ratings bonanza for ABC, captivating a combined weekly audience of more than 20 million viewers. That's no small feat, especially for a triple-threat talent who often refers to herself as "just a writer." Having endured the cancellation of her short-lived series *Off the Map*, Rhimes is eager to keep fans (and her nearly 100,000 Twitter followers) engaged and tuned in to the next chapter. "I wanted *Scandal* to feel different from *Grey's* and *Private*—not because I don't love those shows, but because I wanted to do something different," she told *The Hollywood Reporter* last summer. "I have my bag of Shondaland tricks, but I wanted to leave that bag at home and employ new tricks. It felt liberating."

**POWER THOUGHT:** "I kind of like to think that dreaming is my superpower." —R.R.R. ▷

PINKETT SMITH, ARMANDO GALLO/RETNA/CORBIS; RHIMES, CHARLAY GALLAY/GETTY IMAGES FOR NAACP; BANKS, JAMES WHITE/CORBIS/OUTLINE