

THE AVENUE A-LIST

The Most Influential New Yorkers of 2011

illustrated by MATT COLLINS

In New York, creating a “short list” of the most fascinating, powerful people that make this city whirl and twirl is no easy feat. But once again we’ve done it—and narrowed down the names to a broad mix of personalities, many whose impact extends beyond the five boroughs. Some are mainstays, some are rising stars—whether they’re altering the skyline or a hemline—these people are the ones on top. Bottom line.

Meet This Year’s Influencers . . .

Jill Abramson
NEW YORK’S
EDITOR IN
CHIEF

Jill Abramson is the first woman in history to hold the Executive Editor position at *The New York Times*, making her arguably the most powerful woman in journalism. Succeeding Bill Keller in September, Abramson previously served as the Managing Editor, one of Keller’s two top deputies overseeing the entire newsroom.

**Anderson
Cooper**
CNN AND
NYC STAPLE

The “Silver Fox” Anderson Cooper is the host/anchor of the CNN nightly newscast *Anderson Cooper 360°*. Cooper, son of Gloria Vanderbilt, has been at CNN since December 2001, and this fall he launched a new talk show titled—what else—*Anderson*.

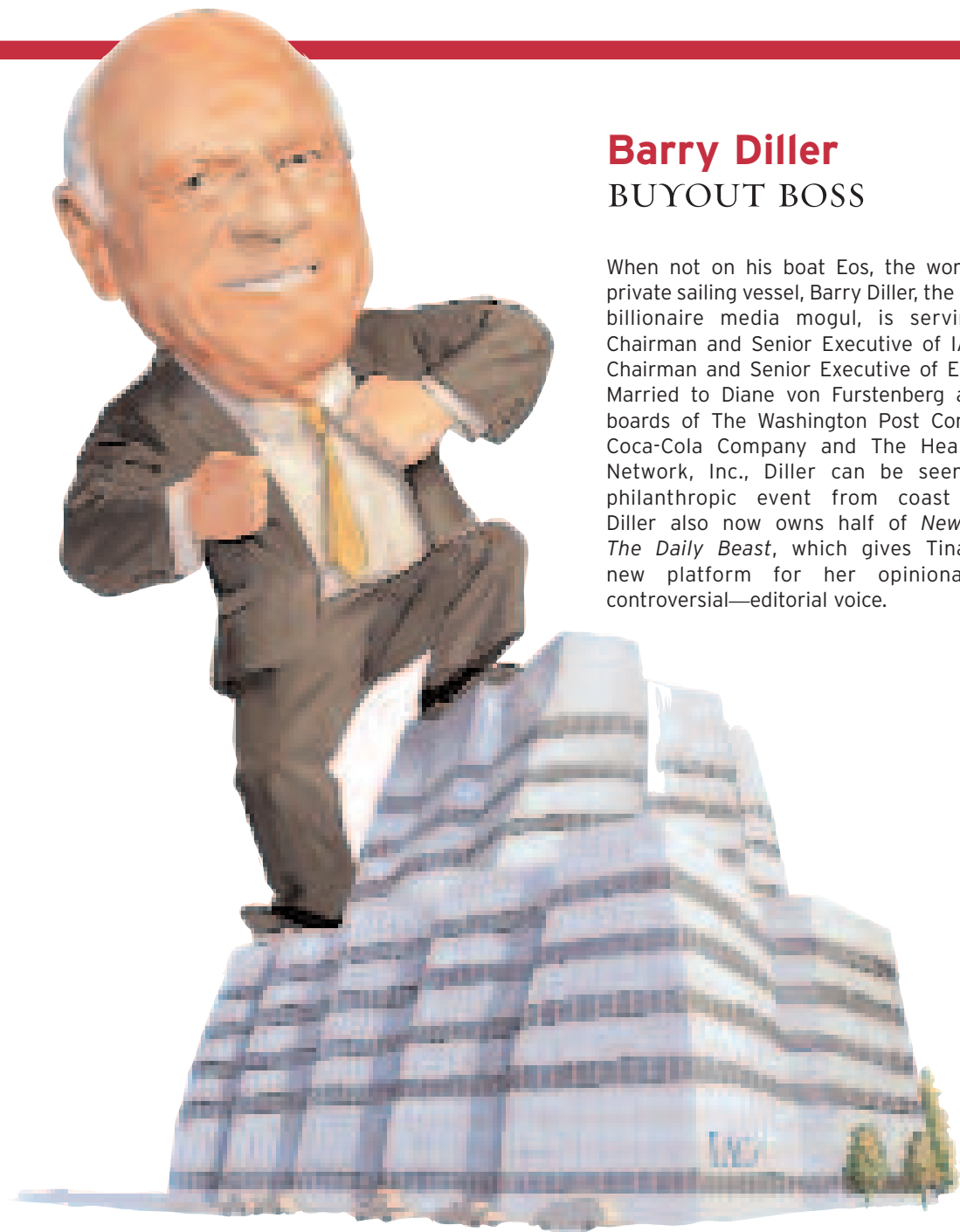
**Arianna
Huffington**
BILLIONAIRE BUZZ

When AOL acquired *The Huffington Post* for a pretty penny (\$315 million, to be exact) Arianna Huffington was named President and Editor in Chief of The Huffington Post Media Group. The acquisition changed the game by reaching 117 million Americans and 270 million people across the globe. On top of that, Huffington herself is a nationally syndicated columnist and author of 13 books—and counting.



Gayle King
NYC’S NEW BFF

Most known for her friendship with Oprah, Gayle King does not stand in the big O’s shadow, but in her own light, making a name for herself here in New York City. King wears many hats as the Editor-at-Large for *O, The Oprah Magazine*, host of *The Gayle King Show* on XM Satellite Radio and this year, she began hosting a syndicated talk show of the same name on OWN Network.



Barry Diller BUYOUT BOSS

When not on his boat *Eos*, the world's largest private sailing vessel, Barry Diller, the 69-year-old billionaire media mogul, is serving as the Chairman and Senior Executive of IAC and the Chairman and Senior Executive of Expedia, Inc. Married to Diane von Furstenberg and on the boards of The Washington Post Company, The Coca-Cola Company and The Health Central Network, Inc., Diller can be seen at every philanthropic event from coast to coast. Diller also now owns half of *Newsweek* and *The Daily Beast*, which gives Tina Brown a new platform for her opinionated—often controversial—editorial voice.

James Franco RENAISSANCE DUDE

James Franco, the 33-year-old California native, has taken over New York City in every aspect. First known for his acting, Franco now lists author, director, screenwriter, producer, performance artist, painter and professor under his accomplishments. This multi-talented man even enrolled in four graduate programs at once—commuting between Greenwich Village, Morningside Heights, Brooklyn and occasionally North Carolina. He's been the host of *Saturday Night Live* twice and recently hosted the 83rd Academy Awards with Anne Hathaway. In 2011 alone, Franco has been in several award-winning dramatic and comedic roles such as *Rise of the Planet of the Apes*. What's next? Franco for mayor?

Trey Parker and Matt Stone GAME CHANGERS

With their award-winning, animated show *South Park* on its 15th successful season, it should have been no surprise that Trey Parker and Matt Stone exceeded expectations with their Broadway debut of *The Book of Mormon*. *Mormon* proved yet another smash for the two creators and best friends when it won nine Tony Awards since it opened in March, and is now the hottest show on Broadway. Naturally, Stone and Parker plan to take their hit straight to the silver screen.

Rupert Murdoch TO BE CONTINUED . . .

Despite his recent phone-hacking controversy, decade after decade, Rupert Murdoch still reins supreme as founder, Chairman and CEO of News Corporation. His company, which owns more than 800 companies in 50 countries, is one of the largest media conglomerates, second only to the Walt Disney Company. And Murdoch's personal net worth is estimated at a whopping \$7.6 billion.

Celine Rattray FILM FEMME

Producer of the Oscar-nominated film, *The Kids Are All Right*, Celine Rattray has since teamed up with Trudie Styler to launch a new production company, Maven Productions. The New York-based film development, production and financing company intends to produce three to five films per year for distribution across various platforms. Expect to see Rattray at more award shows.

Jon Stewart SATIRICAL STUNNER

Widely applauded for his satirical news program, *The Daily Show*, Jon Stewart has become a New York icon. Stewart originally moved to the big city in 1986 to pursue a career in comedy and quickly became one of America's sharpest political satirists—garnering a strong hold over the 18- to 29-year-old demographic. Post 9/11, Stewart publicly began to employ his newfound anger, offering a voice of comedic sanity for New Yorkers.

Emily Smith GOSSIP GAL

Regarded as New York's go-to source for scandal and scoops, Emily Smith took over the *New York Post's* powerful gossip column when Richard Johnson left in 2010. Prior to her latest stint at *Page Six*, Smith was the East Coast news director at *Life & Style* and had previously been the U.S. editor of the British newspaper *The Sun*.

Amanda Brooks BELLE OF BARNEYS

Amanda Brooks has climbed her way up the fashion ladder, replacing Julie Gilhart as Women's Fashion Director of Barneys in February. Brooks is not only a style muse and fashion consultant with a killer personal wardrobe—her resume includes Creative Director of Hogan, author of *I Love Your Style: How to Define and Refine Your Personal Style* and *Vogue* contributor. Before Barneys, Brooks was director of fashion at William Morris Endeavor Entertainment where she worked on the marketing, advertising and image building of heavyweights such as Chanel, Tod's and American Express.

Jay-Z EMPIRE OF THE STATE

Shawn Carter, aka Jay-Z, is one of the most championed hip hop artists and entrepreneurs in America—not to mention the beloved hubby of Beyoncé and soon-to-be father of her child. Growing up in the Bedford-Stuyvesant neighborhood of Brooklyn, Jay-Z has sold approximately 50 million albums worldwide and won 13 Grammy Awards. Jay-Z co-owns the 40/40 Club, is part owner of the New Jersey Nets and is creator of the clothing line Rocawear.



Mary-Kate & Ashley Olsen

DUALSTAR DUO

Mary-Kate and Ashley Olsen have come a long way since their days on *Full House*. As owners of DualStar, a company that produces TV shows, movies, video games, magazines, etc., and with flourishing clothing lines (The Row, Elizabeth and James and Olsenboye), these 25-year-old billionaire twins are seemingly unstoppable. Recently, the stylish sisters have taken on the World Wide Web by designing and merchandising a line of chic T-shirts on StyleMint.com. On top of all that, the pair just announced they would be Creative Directors of Superaga North America, a footwear brand based out of Italy.

Steven Kolb

BMOC OF THE CFDA

Though he never dreamed of being in the fashion biz, Steven Kolb, the recently appointed CEO of the Council of Fashion Designers of America, is one of the industry's most powerful players. Essentially, Kolb is the voice for the CFDA's American designers, responsible for presenting its 400-some members to the public and vice versa. The self-proclaimed "accidental fashion drone" is anything but—sauntering around the city with good pal Diane von Furstenberg and frequently tweeting his opinions and style scoops. Kolb talks, and the fashion world listens.

Linda Fargo

THE WIZARD OF BERGDORF

Once dubbed "the window dressing warrior," Linda Fargo is the Women's Fashion Director at Bergdorf Goodman, a gig that ultimately affects millions of dollars in revenues for the \$500 million gem of the Neiman Marcus Group. With her signature silver bob, she's always a front row staple at Fashion Week. It is Fargo's approval that is needed before multi-thousand-dollar orders are placed and anything appears in the catalog or in the store's coveted Fifth Avenue windows.

Lady Gaga & sister Natali Germanotta

TWO LITTLE MONSTERS

Lady Gaga and her 19-year-old, fashion student sister Natali are co-designing their own clothing line. The clothes are rumored to be a lot tamer than the wild style threads usually seen on the pop princess. Allegedly, the collection will modernize classic styles of past icons such as Marilyn Monroe, Grace Kelly and Katharine Hepburn. For now, the younger Germanotta sister is busy designing costumes for an off-Broadway show.

Aerin Lauder

LAUDER WORLD

Since 2004, Aerin Lauder served as Senior Vice President and Creative Director for her family's famed cosmetics company Estée Lauder Inc. Long considered the face of the company, Lauder is taking her keen sense of style to launch her own venture that will offer accessories, jewelry, eyewear, home products, as well as a beauty line to be sold in department and specialty stores as early as early 2012. With former White House deputy social secretary Ebs Burnough at her side, and the guidance of Anna Wintour and Jeff Zucker, this billionaire heiress is well on her way to tackling the entire luxury lifestyle market.

Andrew Rosen

PROVEN THEORY

The former CEO of Anne Klein and a Calvin Klein executive, Andrew Rosen (a third generation fashion heir) is the co-founder and President of the major retail brand Theory—a force that generates more than \$500 million a year in revenue. His fashion empire was built on the *theory* that clothes can be practical and stylish. With a keen eye for rising talent, Rosen enlisted the help of then-budding designer Olivier Theyskens to design for Theory and serve as Artistic Director of the entire brand, to add freshness and edge. Rosen is also an investor in a handful of fashion upstarts such as Alice + Olivia and Rag & Bone, while staying very involved with the re-launch of Helmut Lang. In July, Rosen and his business associate John Howard purchased a large stake in Proenza Schouler from the Valentino Fashion Group.

Gary Barnett

FROM THE GROUND UP

As President of Extell Development Company, Gary Barnett oversees a selection of real estate that exceeds 10 million square feet. Barnett's vision for New York has made him one of the preeminent developers in the industry, but it's his latest venture at 157 West 57th Street that is redefining the skyline. The building, One57, is slated to be New York's tallest residential building. Designed by Christian de Portzamparc, the 90-story building will host 135 residential units on top of a 210-room Park Hyatt Hotel.

Renzo Piano

THE ART OF DESIGN

The Whitney's new 200,000-square-foot building (projected to open to the public in 2015) will be situated in the center of the Meatpacking District. Its architect, Renzo Piano, has designed the largest column-free museum gallery in New York City. Piano's strong and strikingly asymmetrical forms will mimic the industrial character of the neighboring loft buildings and overhead railway while asserting a contemporary, sculptural presence.

Mikhail Prokhorov

NET WORTH

46-year-old Mikhail Prokhorov, the billionaire owner of the New Jersey Nets, dove head-first into the city's consciousness by becoming the first foreign owner of an NBA team and a central player in one of New York's biggest real estate dramas. Prokhorov is Russia's second-richest man and proved himself a major force in New York real estate after developer Harry Macklowe defaulted on a \$513 million loan from Deutsche Bank AG. Prokhorov offered to buy the Park Avenue site in question for \$250 million back in 2008.

Amar'e Stoudemire

SLAM DUNK STYLE

New York Knicks power forward Amar'e Stoudemire is a All-Star on and off the court. Since joining the Knicks in 2010, Stoudemire scored on the fashion scene with a front row seat next to Anna Wintour at Tommy Hilfiger's show. Recently, he's had designer darling Rachel Roy by his side, with whom he debuted a collaborative collection for Macy's on Fashion's Night Out. The 28-year-old with a five-year, \$100-million contract has said he has always been interested in clothing—which is no surprise considering his 6-foot-10 frame requires custom-made suits.

Terry Richardson
NAUGHTY BOY

Famous for his instantly recognizable photography (and over-saturated, sexual innuendoes), as well as his glasses, Terry Richardson has redefined the way that subject and photographer interact. He has shot spreads for almost every magazine and been a staple when it comes to New York night life. Richardson's persona is so sought after that Moscot created a line of glasses called "The Terry LE," after his signature look. This November, check out his 300-page book on Lady Gaga.



Vikram Chatwal
THE DREAMER

At the ripe age of 28, Vikram Chatwal created the independent hotel group consisting of nine luxury hotels in five cities: Vikram Chatwal Hotels. Chatwal is known for dating bombshells such as Gisele Bündchen and Kate Moss, and is a fixture in New York City nightlife. His newest hotel, the Dream Downtown, embodies his signature urban-chic design with a heavy dose of nightlife. The recently opened Electric Room is frequented by everyone from Rachel Zoe to Mick Jagger.

John DeLucie
MOVIN' ON UP

High-end hotel kitchens and three-star restaurants have been John DeLucie's scene for well over a decade, and this fall he's moved onto the Upper East Side. DeLucie's newest restaurant, Crown, is located on 81st Street between Madison and Fifth Avenue. And considering his success with the West Village's The Lion, he's sure to make the UES a chic dining destination once again. So far, Crown has counted Calvin Klein, Lucy Liu and Valentino as guests.

David Rabin
DOWNTOWN 007

After his success at Jimmy at the James Hotel, David Rabin, once dubbed the "Mayor of the Meatpacking district," just relaunched Double Seven in the neighborhood. Rabin's stellar reputation for creating sophisticated rooms with hip vibes (à la The Lambs Club) is sure to follow him to this former garage space with a very tight velvet rope.

Jennifer Egan
PULITZER PRINCESS

Jennifer Egan has been lauded as the woman who didn't receive enough praise, but that all changed with 2010's *A Visit From the Goon Squad*, her most recent novel. It won both the 2011 Pulitzer Prize and the National Book Award for fiction. Egan lives in Fort Greene, Brooklyn and regularly contributes non-fiction and journalism pieces to *The New York Times Magazine*, *GQ*, *Salon*, and has published short stories in *Ploughshares*, *The New Yorker* and many more.

Jonathan Lethem
FAME AND FICTION

Brooklyn-based writer Jonathan Lethem famously fawns over anything Philip K. Dick, having penned science fiction works himself and editing editions of Dick's stories. Lethem's long résumé includes nine novels, including his eighth novel, *Chronic City*, which is a sizzling portrayal of Manhattanites wrapped up in their own deception, dreams and lies. He's done short stories, non-fiction and dabbles in the comic world as well.

James Frey
THE SECOND COMING

James Frey is most known—and probably always will be—for fictionalizing his memoir, the best seller *A Million Little Pieces*. Oprah famously confronted Frey in 2006, and received praise for her brazen tactics. Frey has recently re-established himself as a literary lion with the best-selling, young adult novel, *I Am Number Four*, which was written in a collaborative effort with Jobie Hughes and published under the pseudonym Pittacus Lore. *I Am Number Four*, the first in a series, was picked up and made into a film that grossed more than \$144 million. The sequel, *The Power of Six*, quickly moved up the charts, too. The Tribeca resident has sparked more controversy with his latest novel *The Final Testament of the Holy Bible*, which denounces pretty much all traditional concepts of God (the second coming of Christ takes place in the Bronx projects). Frey also bypassed traditional publishers and teamed up with gallery owner Larry Gagosian and only published 11,000 highly-collectible copies in the United States.

Walter Isaacson
JOBS WELL DONE

With a *New York Times* best-selling biography (*Benjamin Franklin*) under his belt, Walter Isaacson moved to a more current American "hero": Steve Jobs. Years before Jobs stepped down from Apple, Isaacson saw a pertinent story about drive and innovation. Originally slated to be around 450 pages, Isaacson upped that number to nearly 650 pages after Jobs resigned. Simon & Schuster are set to release the biography in mid-November.

Michael Bruno
GOING, GOING, GONE!

Michael Bruno brought the antique business into the 21st century when he started 1stdibs.com back in 2000. His concept to connect buyers directly to sellers has changed the way people buy luxury items and created a willingness to buy such expensive items online. The site sells antiques from virtually anywhere—from Paris to Palm Beach—listing rare items such as jewels that cost upwards of \$650,000. Thanks to Bruno, one could essentially furnish their home with items from around the world without ever leaving home.

Rafael Viñoly LEED-ING MAN

Rafael Viñoly, who is responsible for the Jazz at Lincoln Center, recently completed the master plan for the Domino factory and the first LEED certified police station in New York City. In the New York art scene, Viñoly has worked with Jeanne Greenberg Rohatyn on numerous projects. The consummate world traveler and Uruguayan native has offices in New York, London and Abu Dhabi, and his firm is one of the most profitable architecture firms in the country. Viñoly's wife, interior designer Diana Viñoly, was responsible for the design of Amy Sacco's Bungalow 8.

Dasha Zhukova RUSSIA'S NEW ROYALTY

A major player on the international art scene, Dasha Zhukova's new magazine *Garage* (named after the contemporary art center she opened in Moscow in 2008) includes collaborations between prominent figures in both the art and fashion worlds and blends them to a dizzying degree. The stunning 30-year-old contemporary art impresario is not only wealthy by birth, but through her relationship with business oligarch Roman Abramovich, and by her own professional endeavors that include patron, collector, Internet entrepreneur, magazine editor and fashion designer.

Tory Burch & Lyor Cohen TUNICS & TUNES

Socialite and fashion designer Tory Burch started dating Warner Music Group chief Lyor Cohen back in 2008. Cohen was once the right hand man of hip hop impresario Russell Simmons whose Def Jam label was *it* in the late 80s and early 90s. Simmons and Cohen signed and promoted music legends such as LL Cool J, The Beastie Boys and Patti LaBelle before they cashed out of Def Jam Recordings in 1999. Cohen is now at Warner Music where he oversees artists like Madonna, Green Day and Diddy. Meanwhile, Burch has become a household name as her designs are sold at stores nationwide, and at nearly 400 specialty boutiques throughout the United States and across the globe. In September, Burch opened a 8,135-square-foot "global flagship" shop on Madison Avenue on the very same day her collection was shown at New York Fashion Week.

Larry Gagosian & Shala Monroe WORKS OF ART

As a friend, "kind-of muse" and unofficial ambassador to Miuccia Prada, Shala Monroe also caught the attention of uber art dealer Larry Gagosian back in 2007. Together, the couple have become one of the heaviest hitters in the worlds of art, fashion and society in Manhattan and beyond. This year, Monroe landed on the cover of *New York Magazine's* fall fashion issue.

Carmelo Anthony & La La Vasquez REALITY ROMANCE

Both native New Yorkers, Anthony and Vasquez burst onto the Manhattan social scene after they married at Cipriani 42nd Street in July 2010. Since then, the Knicks superstar and his actress wife have been seen front row at Fashion Week and have even landed a new reality show that is slated to hit the airwaves this fall on VH1. The show will document the couple's move from Denver (where Anthony used to play for the Nuggets) to New York City.

Lauren Santo Domingo & Andrés Santo Domingo PROM KING AND QUEEN

Vogue and style muse Lauren Santo Domingo and her Colombian beer heir Andrés have had Manhattanites drooling over their steamy (and profitable) love affair since 2001. Mrs. Santo Domingo is also a new mom, a stylist and founder of *ModaOperandi.com*, and has been attributed to being the next Mrs. Astor. She and hubby are currently renovating a Gramercy Park townhouse.

Justin Theroux and Jennifer Aniston THE ODD COUPLE

Known as the essential L.A. woman, Jennifer Aniston recently moved to Manhattan to be with her New York-based actor/writer bad-boy beau Justin Theroux. Reports about the acting duo's relationship started circulating in May, with rumors that Theroux left his 14-year relationship with Heidi Bivens for Aniston. The gossip hasn't stopped about the power couple: sources are saying that Aniston is trying to get pregnant and start a family with Theroux—who likes punk rock and motorcycles. The two plan to do some writing together and Aniston may even try her hand at directing. Stay tuned.





Paul McCartney & Nancy Shevell HIS LATEST TRACK

Paul McCartney never stops. This September, he released his latest album "Ocean's Kingdom," which was commissioned for the New York City Ballet. It's McCartney's fifth classical album. That, and with his recent engagement to Nancy Shevell, who is a millionaire in her own right, McCartney shows that age ain't nothing but a number.

Andrew Cuomo HOMETOWN HERO

Following in his father Mario's footsteps, Andrew Cuomo assumed his role as New York's Governor in January of this year. Keeping with his campaign promise, Cuomo made headlines when he signed the same-sex marriage legislation in June. The buzz that Cuomo will be a front-runner in the 2016 Presidential election has already begun.

Dan Doctoroff THE DOC IS IN

From deputy to Mayor Michael Bloomberg, to President of Bloomberg L.P., to the company's chief executive, Dan Doctoroff is Bloomberg's right hand man. As President of Bloomberg L.P., Doctoroff was responsible for the financial products, data products, news, multimedia, operations and ventures units of Bloomberg, and now adds the finance and administration, marketing, corporate communications and professional development units to his portfolio.



Tom Allon EDUCATING THE CITY

Life-long New Yorker Tom Allon is bringing his background in publishing and education to the forefront of the 2013 mayoral election. Allon began his career in education as a journalism and English teacher at his alma mater, Stuyvesant High, and today is a leader in New York City publishing, currently serving as President and CEO of Manhattan Media. Allon has always been involved in education and civic issues and as a parent, educator and businessman his plans for New York are promising. Here are his 10 ideas for a better New York City:

- Build schools with cutting-edge technology for the 21st century.
- Use tax- and air rights-incentives to get developers to build new schools and middle class housing in addition to luxury housing.
- Lower property taxes for all property owners, residential and commercial.
- Streamline government and use technology to make it more efficient and reduce the cost of delivering services.
- Attract the best minds to reinvent New York government. Reach into Wall Street, media and the tech community to find great leaders.
- Pay high-performing teachers more with bonuses.
- Give parents more choices by creating more schools of all types: charter, public, private, parochial and special education.
- Build manufacturing sectors in five boroughs so innovators in the city can have their products built here.
- Make New York more business-friendly by streamlining regulations and bureaucracy and lowering business taxes.
- Sell thousands of taxi medallions in five boroughs to increase the yellow cab fleet and raise billions for city finances.

Likely Mayoral Candidates

DEMOCRATS

Tom Allon
Bill de Blasio
Ruben Diaz, Jr.
Harold E. Ford, Jr.
John Liu
Eva Moskowitz
Christine Quinn
Eliot Spitzer
Scott Stringer
William C. "Bill" Thompson
...and hopefully, Alec Baldwin?!

REPUBLICAN

John Catsimatidis
Ray Kelly
Dick Grasso

The Clarins Girls

A CLARINS QUARTET

Sisters Virginie and Claire, along with Jenna and Prisca Courtin-Clarins, are granddaughters of Jacques Courtin-Clarins, who founded the skin-care company Clarins. No longer just synonymous with beauty, these girls are now known for their fashion and philanthropy. These model-like, breathtaking beauties recently signed on with Lauren Bush's Feed Project and made waves at this year's NYFW, being compared to the likes of other high-profile glamour girls: The Miller sisters (who took Manhattan's social scene by storm in the 90s). This year, the entire cousin clan made *Vanity Fair's* Best Dressed List.

Herb Allen III

ALL-EN THE FAMILY

President of Allen & Co., Herb Allen III is a member of the third generation family to lead the famously secretive, go-to advisory firm for media companies. On Wall Street, Allen & Co. is a near legend for brokering deals such as News Corp.'s \$5.6 billion purchase of Dow Jones. Allen & Co.'s know-how and connections to upstarts have turned the industry on its head, cultivating deals such as the social network Bebo's sale to AOL for \$850 million.

Jamie Dimon

THE BANKER'S BANKER

CEO and Chairman of JPMorgan Chase, Dimon has been in the news recently for condemning new international capital regulations as "un-American." Dimon is one of the most influential minds on the market and if Barack Obama's 2008 mention of Dimon's work says anything, it's that Dimon knows how to do his job well.

John A. Paulson

GOLD STANDARD

As founder and President of the New York-based hedge fund Paulson & Co., John A. Paulson has been lauded for predicting "a quick and painful end" to the mortgage boom. A native of Queens, before forming Paulson & Co. in 1994, he was a former banker at Bear Stearns.

Kevin P. Ryan

GILT-Y PLEASURE

Founder and CEO of Gilt Groupe, Kevin P. Ryan already made a name for himself in the online business world by the early 2000s. As the former CEO of DoubleClick, Ryan had built his nine year tenure into a multi-billion dollar global industry leader. Now he's managed to make Gilt Groupe huge, growing the website so that its 4 million-plus users have more and more options for their purchases.

Naveen Selvadurai and Dennis Crowley

MAYORS OF FOURSQUARE

The two young entrepreneurs' company, Foursquare, is valued at \$80 million and Naveen Selvadurai and Dennis Crowley are just getting started. They created Foursquare, a phone app that allows users to earn points when they check-in to locations. The infinite amount of location marketing potential is attracting big-name companies, proven by their recently signed deals with HBO, Bravo and Zagat.

Matthew C. Blank

IT'S SHOWTIME!

The Chairman and CEO of Showtime, Matthew C. Blank has been with the company since 1988 and prior to that, served 12 years at HBO. He's responsible for some of the great, revitalized series on Showtime such as *Weeds*, *Dexter* and *Californication*—and the network has the ratings to prove it. In February, Blank was named a member of Geeknet's board of directors.

Philip Falcone

HEAVY HEDGE FUND HITTER

Philip Falcone isn't just any hedge fund manager. He's one that made his mark through hard work and the will to learn—which awarded him a hefty financial aid package from Harvard. Since then, Falcone has learned a thing or two about investing, having made his money from betting against sub-prime mortgages. He's also taken a good chunk of that and invested in LightSquared, a company looking to foster the wireless online world for all.

Irving Picard

PONZI POLICE

Irving Picard is the New York-based lawyer at the center of the post-Madoff fire storm. He is considered the superstar of Securities Investor Protection Corporation (SIPC) trustees, since his participation in nearly 40 large-scale bankruptcy decisions including Trans World Airlines'. Picard's latest, and perhaps greatest, job thus far has been to collect from customers who received preferences, non-existent principal or payouts of fake profits to the loss of other defrauded customers whose money was depleted by Madoff's Ponzi scheme. With the help of Picard, SIPC has given \$116 million to satisfy claims from more than 200 victims. In an effort to help those who have been affected by their Madoff investments, Picard created a "Hardship Case" program.



Fred Wilson

VENTURING OUT

Co-founder of Union Square Ventures, a New York City-based venture capital firm, Fred Wilson, despite his popularity from his blog, remains somewhat mythical by rejecting other media attention. From 1996 to 2001, Wilson and Jerry Colonna ran Flatiron Partners, investing in a number of high-profile Web startups until the dot-com bubble burst and the startups started to fold, and Flatiron stopped making new investments. In late 2003, Wilson started his own blog at the same time that he and Brad Burnham, with whom he co-founded Union Square Ventures, were first looking for funding. When apps were still a novel idea, the duo's investment strategy was based on an idea that was unique at the time: the belief that the Internet's "next wave" would be in web services: the "application layer." The two started their first fund in 2004. In 2008, USV added Zynga to the portfolio. Though tech and web companies are mostly based out of Silicon Valley, Wilson believes New York should take more of a prominent place in this industry. USV now makes its investors more money than any other venture capital firm in the world, according to one private equity data company. Wilson has also made smart investments in other web companies such as Twitter, Tumblr and Foursquare. ♦