

FAST COMPANY

100 MOST CREATIVE PEOPLE IN BUSINESS

There are no rules about creativity. Which made constructing our list of the 100 Most Creative People in Business a tricky task. We looked for dazzling new thinkers, rising stars, and boldface names who couldn't be ignored. We avoided people we've profiled in the recent past. We emphasized those whose creativity addresses a larger issue – from the future of our energy infrastructure to the evolution of philanthropy to next-generation media. So read on. Enjoy. Quibble. Complain.

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|------------------------|-----------------------|--------------------------|---------------------|
| 1 Jonathan Ive | 26 Sheila Bair | 51 Blaise Aguera y Arcas | 76 Piet Oudolf |
| 2 Melinda Gates | 27 Brenda Dietrich | 52 Kyle Cooper | 77 Joy Mangano |
| 3 Shai Agassi | 28 Kazunori Yamauchi | 53 Sherilyn McCoy | 78 David Wiley |
| 4 Reed Hastings | 29 Alexandra Patsavas | 54 Masamichi Katayama | 79 Ed Ulbrich |
| 5 Rich Ross | 30 George Whitesides | 55 Gregg Gillis | 80 Jane McGonigal |
| 6 Sandy Bodecker | 31 Hayao Miyazaki | 56 Charles Rivkin | 81 Karin Hibma |
| 7 Tero Ojanperä | 32 Lee Clow | 57 Susan Wu | 82 Michael Cronan |
| 8 Michele Ganeless | 33 Padmasree Warrior | 58 June Arunga | 83 Brian Eno |
| 9 Jon Rubinstein | 34 Evan Williams | 59 Noah Brier | 84 Jessica Buttmer |
| 10 James Schamus | 35 Peter Song | 60 Josh Schwartz | 85 Pier Giulianotti |
| | | Nora Ephron | 86 Cai Guo-Qiang |
| | | Hussein Chalayan | 87 Joseph Coughlin |
| | | Henrik Werdelin | 88 Karin Fong |
| | | Bart Decrem | 89 Larry Chen |
| | | Consuelo Castiglioni | 90 Thom Beers |
| | | Bonnie Hammer | 91 Will Allen |
| | | Julianne Kost | 92 Simon Collins |
| | | Zaha Hadid | 93 Bill Bensley |
| | | Dave Stewart | 94 Kevin Adams |
| | | 70 KAWS | 95 Kohei Nishiyama |
| | | 71 Anthony Atala | 96 John Swanson |
| | | 72 Saul Griffith | 97 Richard Gelfond |
| | | 73 Dan Barber | 98 Scott Schuman |
| | | 74 Gary Hustwit | 99 Jenova Chen |
| | | 75 Sam Houser | 100 Chris Ferguson |
| 19 Trish Adams | 44 Jean-Georges | | |
| 20 Dawn Danby | 45 Genevieve Bell | | |
| 21 Tyler Perry | 46 Jim Jannard | | |
| 22 Damien Hirst | 47 A.R. Rahman | | |
| 23 Ed Leonard | 48 Jimmy Iovine | | |
| 24 Jil Sander | 49 Tyra Banks | | |
| 25 Dietrich Mateschitz | 50 Lisa Ellis | | |

85 Pier Giulianotti

Chief of minimally invasive, general and robotic surgery,

University of Illinois Medical Center



The Italian-born and trained surgeon has been "the first in the world to successfully complete some of the most complex robotic procedures," says Ryan Rhodes of Intuitive Surgical – and he's done it in operating rooms that are poorly laid out for robotic instruments. So Dr. Pier...

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▶ 85 PIER GIULIANOTTI

The Italian-born and trained surgeon has been "the first in the world to successfully complete some of the most complex robotic procedures," says Ryan Rhodes of Intuitive Surgical -- and he's done it in operating rooms that are poorly laid out for robotic instruments. So Dr. Pier Giulianotti, 55, has launched a \$5 million project to design the OR of the future. On his wish list: imaging displays instead of walls and flexible operating tables that allow patients to be positioned in ways that provide the surgical team with the ideal access. "The old OR model is obsolete," Giulianotti says. "We need to integrate the latest technology." -- *by Chuck Salter*

Anonymous comments are queued for approval by administrators.



University of Illinois Medical Center