

## 8. Ornella Barra, 60



george brooks

Chief Executive  
Wholesale and Brands, Alliance Boots  
Britain (11)

Ornella Barra has always thought big. She trained as a pharmacist, and after a short stint in a local pharmacy, she decided to open her own. She then moved into the wholesale business and partnered with an entrepreneur, Stefano Pessina, who has been her professional and personal partner ever since. That business has developed into Alliance Boots, the global \$35 billion drug and beauty chain (Pessina is Executive Chairman). As head of Wholesale and Brands at Alliance Boots, Barra oversees a business that operates in 25 countries and accounts for 80% of revenues. This year she led Alliance Boots into Latin America, and when its merger with Walgreen is finalized later this year, the company will become the largest purchaser of prescription drugs on the planet. Barra will be one of the new behemoth's most senior executives.