

A spotlight on individuals who are moving onward & upward



BRETT PULLEY

Brett Pulley was already at the top of his game when he traded his prestigious Forbes magazine editing job for an even swankier role as CEO of NewYork.com.

Now the 47-year-old father of two is deep in the throes of beefing up and advertising a Web site that he envisions will become the premier online destination of all things concerning the Big Apple.

"When I decided to do this, it

really wasn't that difficult of a decision," says Pulley, a 20-year journalism veteran. "I knew it was a one-of-a-kind opportunity. I came here to build a company, and I have an ownership stake in it."

Pulley has already enjoyed success as a writer for The New York Times and as the author of a tell-all story on Robert Johnson's cable television empire. Anything worth doing involves some risk, he says.

"Here I am, a journalist in his mid-40s with a reasonably good career and you hit that glass ceiling, and you especially hit it because you're in an industry that's not growing," he says. "Now all I see is clear sky above."

BRETT'S FIRST J-O-B: "My first-ever job was selling the Washington Star on the telephone. Now you know I didn't do too well because the Washington Star went out of business. I wanted to buy a leather jacket for myself that was \$75, and I think I had it on layaway for months."



DENNIS PULLIN

Dennis Pullin hustled up college money by convincing the financial department at Texas Lutheran University to "take a risk" and pay for his education.

That scholarship went a long way. The proof? Pullin is now the recently appointed chief operating officer for the Washington Hospital Center in Washington, D.C.—one of the nation's

largest hospitals.

"I take pride in demonstrating every day that someone like me can do that job," says Pullin, 47, who grew up with modest means in the San Antonio area and now lives with his family in the D.C. metro area. "Those who fall under my direction recognize that I too, like them, worked hard and did the things I needed to do and have been able to achieve a level in health care at its highest."

Pullin oversees more than \$1 billion in revenues and some 6,000 employees as he works to ensure that everything in the hospital, from security to surgery, works efficiently.

DENNIS' FIRST J-O-B: "I mowed lawns in my neighborhood and worked at a grocery store, the Handy Andy," says Pullin. "There hasn't been a day in my life since I was 12 that I wasn't doing some type of work. I had two very humble parents and neither had high school diplomas, but they worked very hard and tried to instill a very solid work ethic in us."



KEITH WYCHE

"Coming into my career, I ran into a lot of mid- to senior-level African-American leaders who, rather than reach out and help a younger Brother, were intimidated and were almost like 'I got mine, you get yours,'" remembers Keith Wyche, 47, president of United States operations for Pitney Bowes Management Services. "I swore that if I ever got that high in an organization, I'd never be that person."

To that end, Wyche mentors some 15 people per year looking to rise in the management ranks. He also logs some 100,000 miles annually to oversee the operations of a billion-dollar company that provides mail and document management services to major corporations.

Wyche works in Connecticut, hails from Cleveland and is a father of four adult children. He's also a budding author.

"I have a book coming out next year, titled *Good Is Not Enough*," he says. "The whole premise is what every minority needs to know to move from middle to senior management."

KEITH'S FIRST J-O-B: "Oh, wow, I was working at McDonald's. I was 14. I did everything from making shakes to working on the counter. I knew then that I liked leading people, but I had no idea life would take me as far as it has taken me."