



36

**JEFF BEZOS**  
CEO, Amazon.com

Nobody does online retail like Amazon. From site layout to customer service, everything is spot on.



35

**JEN-HSUN HUANG**  
President & CEO, Nvidia

Continues to churn out the chips that satisfy gamers' lust for graphics, just keeping rival ATI at bay.



34

**JOHN RICCITIELLO**  
CEO, Electronic Arts

Turning around after some leaner years fiscally, EA remains the world's leading video games company.



33

**RUPERT MURDOCH**  
CEO, News Corp

Charging for news online? Only Murdoch would dare. Unwise to bet against him.



32

**SHIGERU MIYAMOTO**

Gaming legend, Nintendo

Video gaming's Muhammad Ali or Don Bradman, Miyamoto has been in a particularly happy position in recent years. The Wii is massively successful but generally seen as light on classic titles... except for the ones Miyamoto oversees - take away the *Mario*, *Metroid* and *Zelda* games, *Wii Fit* and *Wii Sports* and the console's line-up would look poor indeed. Next year's *Zelda: Skyward Sword* looks devastating and Miyamoto is also heavily involved with Nintendo's literally game-changing 3DS.



31

**GERRY HARVEY,**

Chairman, Harvey Norman

Since 1982, Gerry Harvey has been a player in the consumer technology sector. His stock has grown significantly over the years and today he is one of the most well respected resellers. You can find Harvey Norman stores overseas as well as in Australia.

Harvey has made headlines this year though not so much for his chain of retail stores. Instead, it's been for his rather public spat with upstart Ruslan Kogan. We're not going to take sides, but it's certainly been an interesting story to follow in the mainstream media.



30

**KEVIN TURNER**

Chief Operations Officer, Microsoft/MSN

Former Wal-Mart executive Turner is in charge of Microsoft's sales and marketing team of 40,000+ employees worldwide and as such must be credited in no small part with the massive success of Windows 7. As part of Microsoft's senior executive team, he helps drive overall strategy and direction for the computing colossus, and is heading up its efforts to get into retail. Perhaps most impressive of all, he has by far the most magnificent moustache of anyone in the Tech 100.



29

**RUSLAN KOGAN**

CEO, Kogan Technologies

Let's be honest, Ruslan Kogan is not in here for Kogan Technology's products. Not that there is anything wrong with them, but they are very much more about providing solid products at bargain basement prices than pushing the boundaries of technology.

Kogan is in here because he has a big mouth, and it's annoyed a lot of people, none more so than the man above. But that's why we like him. He sticks up for himself, creates discussion and puts technology firmly in the public spotlight. Kudos goes to his PR manager Vuki Vujasinovic of agency Click PR as well.

"The question isn't who is going to let me; it's who is going to stop me."  
- Howard Roark