50 MOST POWERFUL WOMEN

CAN IBM EVER BE COOL?
CEO Ginni Rometty’s plan for competing—and teaming up—with the Valley kids.

EXCLUSIVE
WALTER ISAACSON ON THE FORGOTTEN FEMALE PIONEERS OF TECH

GM’S CRISIS, MARY BARRA’S OPPORTUNITY
By Geoff Colvin

A PROMISE KEPT AT BERKSHIRE HATHAWAY
By Colleen Leahey

PLUS:
JANET YELLEN, FIDELITY’S ABBY JOHNSON,
SANTANDER’S ANA BOTÍN
AND THE WOMEN OF ALIBABA

DISPLAY UNTIL DECEMBER 8, 2014
FORTUNE.COM
JESSICA ALBA
The Honest Company, co-founder
Class of 2012

Since 2012, Alba's eco-friendly baby- and home-products company has raised $122 million. Its latest round of $70 million valued the company at nearly $1 billion. By Alba's measure, though, the accomplishment that means the most is the positive effects of Honest products. She cites as examples the detergent that relieved a 5-year-old's eczema and the diapers that cured twins' rashes. Soon Honest Company's product line will expand. The company is moving into beauty, she says, because customers are asking for it. Honest's “direct-to-customer model,” says Alba, gives it “an authentic relationship with consumers.”

THERESA DAYTNER
Daytner Construction Group, owner
Class of 2010

Daytner’s Maryland-based construction management company was in the limelight four years ago when President Obama, at the Most Powerful Women Summit, lauded her for building a startup while managing a family with six kids. But it hasn't been easy. Last year she lost some big contracts, and revenue dropped from $20 million to $7 million, forcing her to lay off the majority of her employees. Now Daytner plans to specialize in work for public utilities whose infrastructure needs updating. “It's almost like it took 11 years of business to develop a niche,” she says.