



BUSINESS MANAGER ICON

HARLEY NEUMAN

'Celebrity capital has become so valuable,' says the man holding the purse strings for Ryan Murphy, helping Scarlett Johansson launch her cosmetics company and paving Ellen's path to mogul status, one deal at a time **BY ASHLEY CULLINS**

When Scarlett Johansson decided to launch a cosmetics company, she turned to Harley Neuman for advice. Likewise Zoe Saldana when she started up her Latin media platform. And Ellen DeGeneres when she began her homeware label.

These days, Neuman, 59, isn't just managing his clients' super-sized incomes — though that's definitely still part of the job — he's also helping them become mini-moguls running their own cottage industries, not to mention guiding their investments in other startups. "Celebrity capital has become so valuable that the highest-profile people are being approached to invest in Uber or to help attract users to Pinterest," says the veteran manager who's been representing A-listers for more than three decades.

Even Neuman's more traditional managerial duties have become more complicated in recent times, as paydays

have grown to astronomical proportions, like when client Ryan Murphy raked in a reported \$300 million from his overall deal at Netflix. "With great wealth comes more responsibility," Neuman says, paraphrasing Spider-Man. "The taxes involved, especially with the crazy changes made by Congress last December, are more complicated. How do we shield as much as possible from losses? We're looking much further into the future."

As for his past, it's something of an accident that Neuman got into business management in the first place; growing up in Los Angeles, he wanted to be a doctor, but was so bad at high school chemistry he had to rethink his plans. Instead, his CPA father talked him into taking an accounting class. "It was like a fish jumping into water," Neuman says of how he took to numbers. After learning his trade at multinational accounting juggernaut Deloitte, he opened his own shop in 1991, quickly becoming one of L.A.'s go-to money managers.

† From left: Harley Neuman, Mel Brooks and Emma Roberts at the 2015 Emmys.

"My wife and I fear him like a 'money managing father,' but we love and trust him with our lives," says Anthony E. Zuiker, creator of the *CSI* franchise. Neuman's best advice to Zuiker: "When you are shopping for S-Class Cadillacs, don't go shopping for the Bentley because you'll always want the Bentley."

Neuman's clients don't always agree on whether he has a sense of humor — Melissa Etheridge says "he's straight-laced, that's what you want in a manager" — but they are all on the same page when it comes to his integrity. "I can always count on Harley to fair-minded," says Johansson, who's been a client for 15 years. "He considers everyone's point of view and how decisions affect the larger whole."

That's a pretty important characteristic for anybody handling other people's money — and it's one of the reasons *THR* is naming Neuman its first Business Manager Icon. **THR**

2018 POWER BUSINESS MANAGERS

Consolidation in the industry and millennials who think Mint.com can replace their advisers don't shake the financial gurus on *THR*'s annual list



HOWARD ALTMAN
COREY BARASH
WARREN GRANT

Grant Tani Barash & Altman

"We limit the number of clients we represent in order to maintain a high level of service," says Grant. He, Altman and Barash may have a lean list, but the notoriously tight-lipped moneymen are known to keep good company. Some of Hollywood's heaviest hitters — **Dwayne Johnson, Tom Hanks** and **Brad Pitt**, among others — have been linked to them. Says Grant, "We do our homework and evaluate who we want to represent."



SHARON ALTMAN
CliftonLarsonAllen

Altman's firm NSBN rang in 2018 by following the accounting industry's M&A trend and merging with national powerhouse CLA. "It brings a lot of additional expertise and services to our clients," says Altman. "Most of our clients in the entertainment industry work outside of the U.S. at some point, and [CLA] has a huge international tax expertise." That's good news for clients like **Jordan Peele**, *Star Trek* alum **Brent Spiner** and YouTuber **Gigi Gorgeous**.

How do you unwind after tax season?
"Las Vegas, baby."



JEFF BACON
CHRIS BUCCI
STEVE SAVITSKY

Savitsky Satin Bacon & Buccì

The boutique, which services entertainment clients, professional athletes and influencers, is settling in to a newly constructed Century City office after outgrowing its former Westwood home. "We love it," says Buccì, of industry consolidation. "Because of it, we are one of very few independently owned and operated firms of our size." Buccì co-manages the business with Savitsky, who has about 25 years of experience, while former sportscaster Bacon has 30 years under his belt.

If I had limitless funds, I'd buy ... Buccì: "The New York Yankees."



EVAN BELL
Bell & Co.

Bell has repped **Steven Soderbergh** "since before he was Steven Soderbergh," he says with a laugh. So it's no surprise that he's filling out his roster of veterans like Bond director **Cary Fukunaga**, **Bill O'Reilly**, **Dan and Kevin Hageman** and **Marv Albert** with such up-and-coming talent as *Mudbound* helmer **Dee Rees** and *Monsters and Men*'s **Reinaldo Marcus Green**. When it comes to courting new clients, the New Yorker says, "We ask, 'How much do you save? Have you thought about a tax plan? Have you thought about a five-year investment plan?' If we get, 'No. No. No,' we typically sign those clients." **Fictional banker you'd trust with your money**
"George Bailey from *It's a Wonderful Life*."