

# THE VARIETY RUSSO

SHOWMEN  
OF  
THE YEAR

With a new \$1 billion studio, brothers Joe and Anthony want to transform the business, no matter who they piss off

# MACHINE

BY  
ADAM B.  
VARY



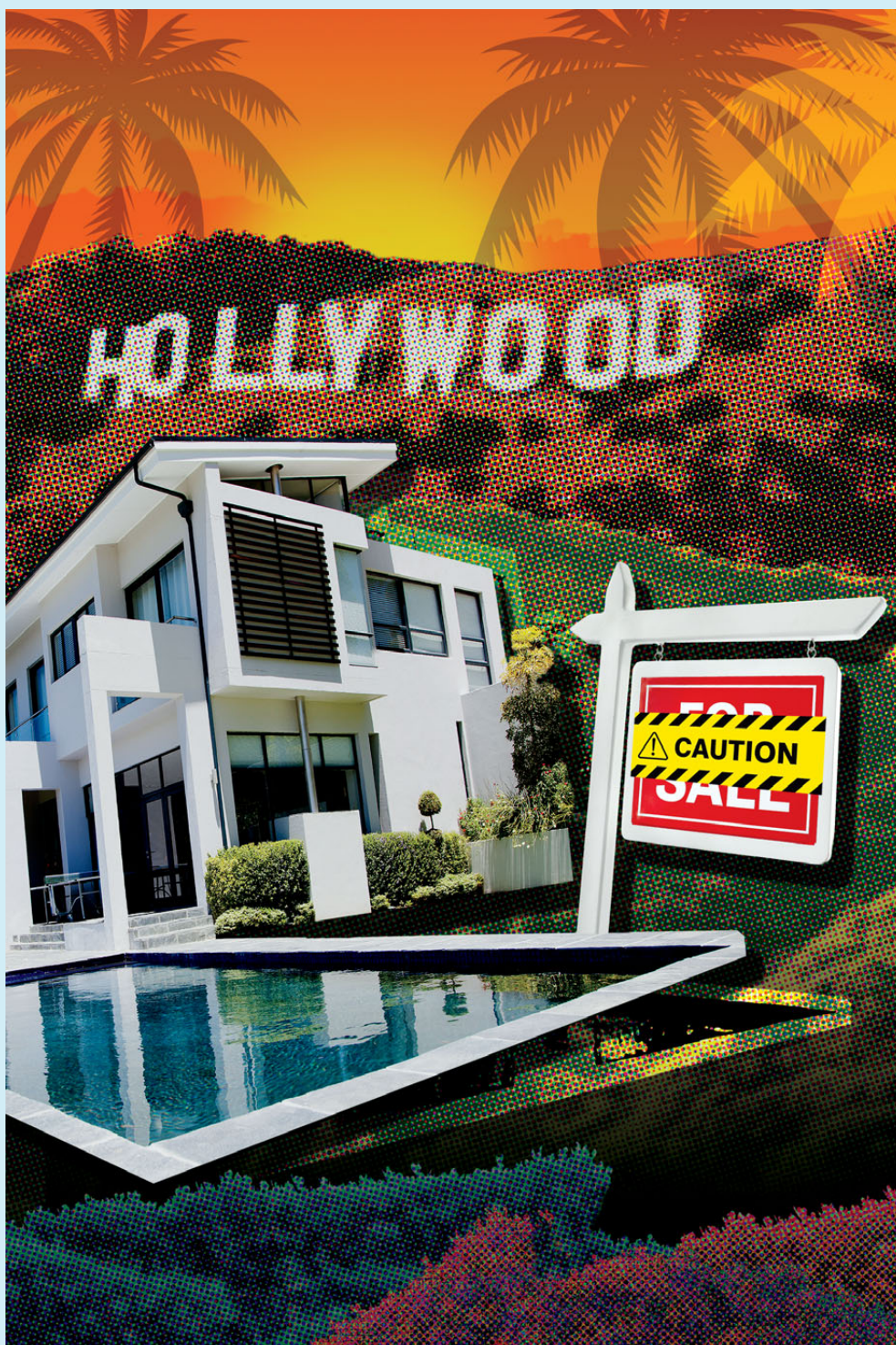
FROM LEFT: PRIYANKA CHOPRA JONAS,  
JOE RUSSO, ANTHONY RUSSO,  
CHRIS PRATT AND ZOE SALDAÑA



# Location, Inflation, Re-Evaluation

Business managers are advising clients about real estate investments

in a shifting market • *By Todd Longwell*



FOR  
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# Advisers Guard and Grow Assets of Showbiz Stars

Experts steer clients through a swerving economy

• Profiles by Peter Caranicas, Todd Longwell and Robert Marich



## 360 BUSINESS MANAGEMENT

**Reggie Gooden, Josh Martin**  
Founders

Gooden and Martin left 8i8 Management to form 360 Business Management in August, taking with them a client roster that includes songwriter-producers Bernard “Harv” Harvey and Cory Henry; actor-writer-entrepreneur Bella Thorne (“American Horror Stories”); actor-director Frankie Shaw (“SMILF”); actors Gregg Sulkin (“Marvel’s Runaways”) and Jake Picking (“Top Gun: Maverick”); and digital influencer Cashnasty. Gooden began his career as a performer-producer, while Martin started as a CPA for a national accounting firm.

**Rise of the entrepreneurial multi-hyphenate:** “I’ve seen a huge influx of talent who are aware of their surroundings, know their value and are astute in business,” says Gooden. “That’s different from years past, when you put all your trust in an adviser, then kind of put your head in the sand.”



## ABACUS FINANCIAL BUSINESS MANAGEMENT

**Belva Anakwenze**  
Principal & Business Manager

Anakwenze’s background as a finan-

cial analyst for Disney prepared her for navigating the sharp-elbowed, male-dominated financial world. She handles film and TV actors, writers and producers; digital influencers; and executives in events and concerts. Clients include Jay Ellis (“Top Gun: Maverick”), Kevin Frazier (“Entertainment Tonight”) and a high-profile politician-author, among many others. In addition to her day job, the busy wealth expert pursues her passion for educating youth and emerging creative entrepreneurs on financial literacy. Recently this led her to partner with Patreon to launch a YouTube series “The Earn Up,” in which she answers questions that creators have about management and finance. **Value of ownership:** “With content monetization constantly changing, I encourage clients to reinvest in themselves,” she says. “By creating content they own or partially own, artists set themselves up for long-term recurring compensation. Educating creative entrepreneurs and youth on financial literacy is a passion of mine.”



## ADEPTUS PARTNERS

**Howard Krant**  
Managing & Founding Partner

**Alice S. Lee, David Levin**  
Managing Directors

**Richard L. Goldstein, Lewis Stark**  
Partners

**Michael Hoffman**  
Senior Partner

Clients include Edie Falco; bands Imag-

ine Dragons, Live and War on Drugs; Wyclef Jean; Derek Hough of “Dancing With the Stars”; John Legend and wife Chrissy Teigen; acting couple Tracy Letts and Carrie Coon; and fashion designers Hailey Bieber, Nicole Miller and John Varvatos. The six are all business managers based in New York’s Broadway district; the firm has 120 employees in six offices nationally. Krant is a generalist; Lee and Levin rep music talent; Goldstein handles actors; Stark has special expertise in royalties, audits and catalogs; and Hoffman for tax. Krant says it is boom times for clients’ selling their music catalog rights. Private equity investors have bid up prices, and selling clients also find that monetizing their music assets streamlines their personal estate planning.

**Good timing:** Clients “are able to invest that money to earn additional funds,” says Krant. “Why not strike while the iron is hot?”



## ALTMAN GREENFIELD & SELVAGGI

**Anthony Bonsignore**  
Partner

New York-based Bonsignore has a client list that includes actors Dakota Johnson and Sterling K. Brown and writer-directors Greta Gerwig and Noah Baumbach, who are romantic partners and frequent collaborators. Founded in 1986, his firm Altman Greenfield Selvaggi has grown steadily and organically over the decades. “We’re a put-your-head-down-and-do-the-work type of firm,” he says. “We don’t have a web page. All our business is word of mouth.”

**The verdict on cannabis investment:** “The way I look at it is very similar to crypto,” says Bonsignore. “I think it’s a saturated market, but if you want to take that risk, look at your overall picture, and then kind of find that niche amount.”



← Jay Ellis, “Top Gun: Maverick” star, is a client of Belva Anakwenze.



#### LL BUSINESS MANAGEMENT

**Marius Bercovici, Justin Kobay,  
Venicia Mestey, Bruce Seckendorf**  
Partners

Mestey, who recently came aboard, is focused on U.S.-based clients in Latin music. Bercovici, Kobay, Mestey and Seckendorf are based in Lake Success, N.Y., and the firm has a Los Angeles office and London affiliate. LL handles

music-industry artists, executives, labels and management companies. Clients in music are Chris DeStefano, Omer Fedi, the estate of Jarad Higgins (aka Juice Wrld), Lauv, Lil Nas X, Trippie Redd, Boots Riley, Ice Spice and Timbaland. Actor Kylie Cantrall is also a client.

Mestey wears a second hat as CEO of the Heavy Hitter collective of DJs.

**What makes sense:** When clients inquire about buying into NFTs, crypto currency and the metaverse, Bercovici responds that these are volatile alternative investments suitable for only 5%-10% of portfolios. The bulk of portfolios should be traditional investments with “proven track records,” he says.



#### MANHATTAN WEST

**Elizabeth Campos**  
Director of Business Management

**Jack Sinoryan**  
Director of Business Operations

Campos and Sinoryan are seeing the benefits of diversification for their roster of musicians, actors, writers, directors, reality stars, athletes and high-net-worth individuals. Although interest rates have been rising on lines

of credit and stock prices dipping, the duo — who joined the firm a week before the pandemic lockdown — are seeing the portions of clients’ portfolios invested in private equity and venture capital companies performing well. Others are taking advantage of the safe-but-solid returns currently offered by fixed-rate bonds.

**Educating young clients:** “It’s all about teaching them what generational wealth means and how that can play out versus the short-term desire to do something that doesn’t have any value,” says Campos. “You want to go to a nightclub and spend \$10,000? Let me show you what that \$10,000 can do with compounding interest.”



**It’s all about teaching them what generational wealth means.” — Elizabeth Campos**

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Business Managers Elite Honorees*

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**SHEPHARD TINGLOF + ASSOCIATES****Rick Shephard**

Founding Partner

**Mark Tinglof**

Partner

Shephard and Tinglof moved their office from the Sunset Strip to West Los Angeles in the middle of the pandemic, but, otherwise, it's been business as usual at their firm, where the roster includes such longtime clients as Courteney Cox (pre-"Friends"), Jon Favreau (since 1996's "Swingers") and Ben Stiller (since 1998's "There's Something About Mary"). Other clients include Kurt Russell and his son Wyatt Russell, Meredith Hagner, Jeff



Simone Ashley and Jonathan Bailey star in "Bridgerton," a show in which Singer Burke is involved.

Kleeman, Alan Poul, David Schiff and Narrative Media.

**Advice against celebrity money pits:**

"With a 90% failure rate, no matter how good the restaurant is, it's not worth the risk," says Shephard. As for boats, "the old adage is correct. The happiest days are the day you get it and the day you get rid of it."

**SINGER BURKE**

**Matthew Burke**  
Managing Partner

**Elaina Kogan**

Tax Partner

**Richard Singer, Stephanie Arkof,****Amitha Harichandran**

Wealth Management Partners

The five specialize in content makers, including showrunners, composers, producers, directors, writers, production companies and podcasters. They work shows such as Netflix's "Bridgerton" and Starz's "Power." Media executives are also clients. Burke, Kogan, Singer, Arkof and Harichandran are based in Encino. The firm also operates a registered investment adviser (RIA) arm in-house; most business managers leave that stock-picking function to outside third parties.

**Maturing media:** Singer says that "businesses have matured such that [clients' startup] enterprises require us to address all the same complexities of any other established media companies."

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A tremendous thank you to all our firm members for their significant contributions allowing excellence to be achieved. It takes a team, and we are fortunate to have one of the best! And to our clients, many of whom have been loyal for decades, we thank you for your trust.

**We never take it for granted.**



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