

INSIDE: BUSINESS MANAGERS ELITE

VARIETY

15
YEARS

THE REAL

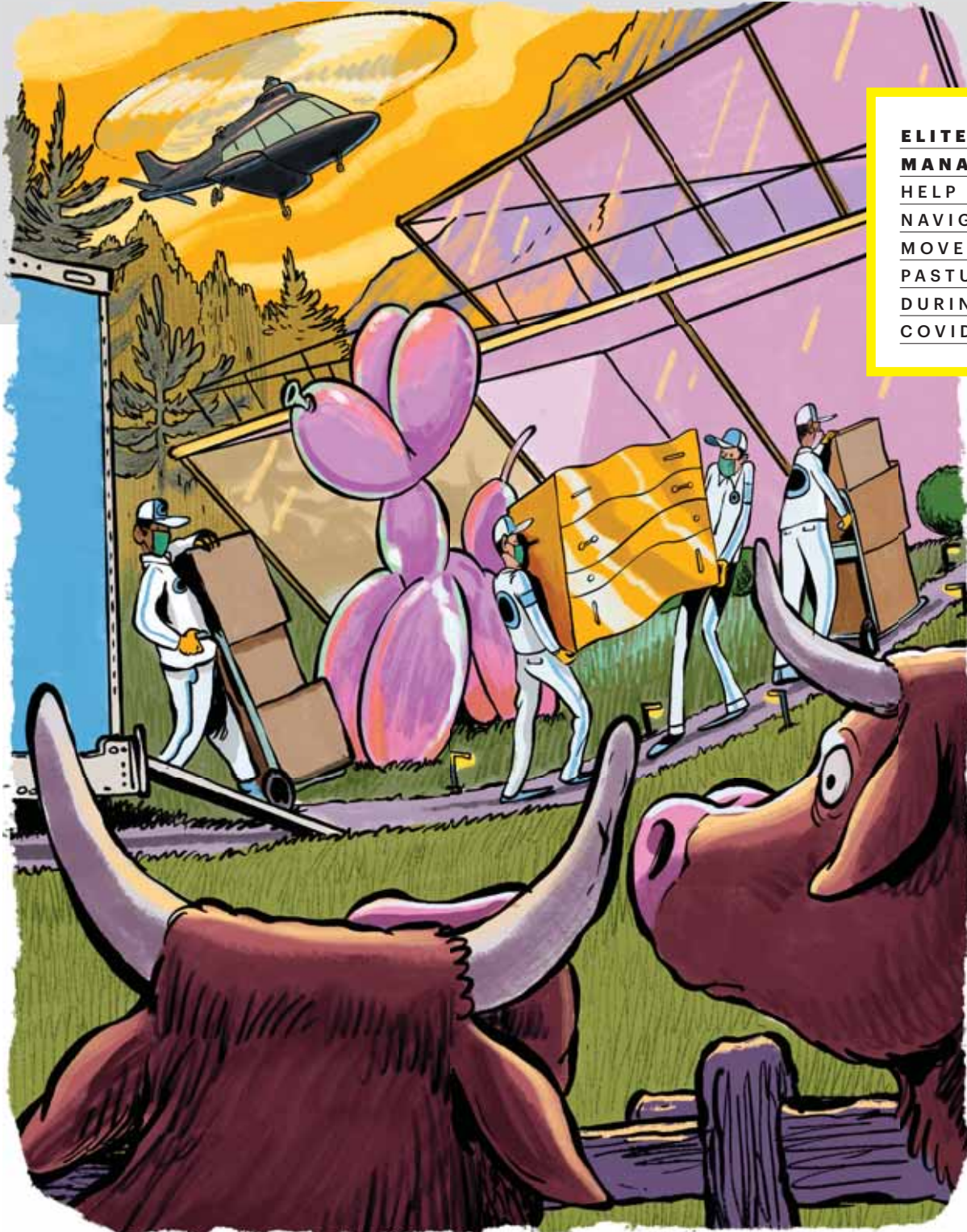


WORLD

AS **MTV** TURNS 40, **CHRIS MCCARTHY** AND **NINA L. DIAZ** AIM TO REVIVE **VIACOMCBS** CABLE BRANDS FOR THE STREAMING ERA **BY CYNTHIA LITTLETON**

FOCUS

ELITE BUSINESS MANAGERS
HELP CLIENTS
NAVIGATE
MOVES TO SAFER
PASTURES
DURING THE
COVID PANDEMIC



■ Illustration
by Zohar Lazar



Matthew A. Burke
MANAGING PARTNER
Singer Burke Zimmer

Burke's firm handles showrunners from "The Handmaid's Tale," "Grey's Anatomy" and "The Walking Dead." Other clients are music composers, athletes, production companies, digital media companies and talent managers. Encino-based Burke says the firm developed a software database to monitor royalties that "literally uncovered millions of dollars in outstanding contractual payments due to clients over the past couple of years." He also is an executive at collaborative SB Capital Management. **Change of Scenery:** Work-from-home due to coronavirus opened clients' eyes to the possibility of "moving their domiciles to be tax-advantaged because they realize they can from work anywhere," Burke says.



Steve Callas
Layth Carlson
PARTNERS

Callas & Carlson

Callas founded the L.A.-based firm in 1990. Carlson came aboard in 1993 and was elevated to partner three years later. While many other business management firms have been swallowed up by conglomerates, the duo is proud to keep theirs an independent boutique. With a high staff-to-client ratio it provides personal service to a roster that includes directors Marc Webb, Antoine Fuqua, Derek Kolstad, Liz Friedlander and Nic Mathieu, and singer-songwriter Colin Hay. **Battening Down the Hatches:** "First, we had to make sure the staff was safe, then tell the clients, "Your stuff is safe, we're still here and we're going to take care of you," Carlson says. "Then it was battle mode when we had to do all the PPP loans, then the stock market was tanking and people were freaking out. Although some clients did pull back on equities, many stayed the course and have been rewarded with the tremendous rally since then."



Charles Clancy
PARTNER
Level Four Business Management

Clancy is quick to point out that he is not star-struck and doesn't watch a lot of movies or TV, but he knows how to handle money for people in the biz, as he's demonstrated for the past 35 years. His clients include the writing-directing team Chris Miller and Phil Lord ("Spider-Man: Into the Spider-Verse") and authors Kristin Hannah and Tami Hoag. **Hate to Say, "I Told You So," But ...:** "You tell people to save for a rainy day," Clancy says. "Now, you can say, 'Here's the example of a bad time you need to be prepared for.' It's an example that I think will help going forward."



Christopher Curry
DIRECTOR OF BUSINESS MANAGEMENT
Manhattan West

New York-based Curry has a roster heavy with music, film and TV clients, along with high-net-worth individuals. He does everything from helping them start their own record labels to, on a more regular basis, finding them high-yield real estate investments. When Curry moved from Prager Metis to Manhattan West in March, he only got to enjoy his new digs for a week and a half before the pandemic hit; then he switched to working from home. **Because the Show Can't Go On:** "Without touring, a lot of people are sitting down and asking, 'What are my other income streams?'" he says.

"Without touring, a lot of people are sitting down and asking, 'What are my other income streams?'"

Christopher Curry

CARLSON: AMY GRAVES; CLANCY: JOSHUA MONESSON

*Congratulations to our 2020
Business Managers Elite Honorees*

**MATTHEW BURKE
RICHARD SINGER
STEPHANIE CONNOR ARKOF
ELAINA KOGAN
AMITHA HARICHANDRAN**

*With gratitude to all of you who have entrusted us
with your financial lives and your careers for nearly five decades.*





Matt Klarberg
MANAGING DIRECTOR
Monarch Business & Wealth Management

Clients include TV personality/entrepreneur Bethenny Frankel; influencer/entrepreneur Danielle Bernstein; actress Sophia Bush; DJ Kaskade; rapper-actor Quincy; ESPN analyst Jay Williams; sports figures Michael Bradley and Josef Newgarden; and supermodel Martha Hunt. Klarberg says that the firm developed a niche service assisting clients who want to buy into sports franchises. His father, Barry, founded the firm and is a minority Yankees team owner.

Mixed: While the pandemic crimps music clients relying on touring, Klarberg finds others doing well. Reality TV star Frankel is “a well-oiled machine running 24/7” with ongoing licensed merchandise, speaking fees, social media, podcasts and TV appearances, he says.



Josh Klein
MANAGING PARTNER
TKG Business Management

Klein’s clients include the Chainsmokers, Prince Amukamara, Winnie Harlow, Logic, Kelly Rowland and Big Sean. His roster spans entertainment, sports and entrepreneurs. One silver lining of the pandemic is artists that are usually in perpetual motion get to recharge and re-group at home, Klein says. He just opened his Beverly Hills-based firm (the acronym is from the Klein Group), splitting from Monarch Business Management.

Diversify! “Make money in your sleep as opposed to being on the road or being on the set,” Klein advises. That means real estate, the stock market and private investments — and less dependency on career work.



Elaina Kogan
TAX PARTNER
Singer Burke Zimmer

The pandemic’s economic slowdown pushed clients to quickly make decisions regarding spending, overhead and their careers, Kogan says. “There was no timeline” on how long the virus will linger. “It was a very nerve-racking time.” The firm handles showrunners, composers, athletes and industry executives, including talent on TV series “Power” and “Tom Clancy’s Jack Ryan.”

Generosity: Amid the virus hardships, Kogan is touched that some of her well-off clients quickly jumped to provide financial aid to the less fortunate, with direct cash or through charitable entities. “They graciously stepped up, offering assistance to their colleagues,” she says.



Mark Landesman
FOUNDER AND PRESIDENT
ML Management Partners

Jim Cameron and the husband-wife team of John Krasinski and Emily Blunt are new clients — joining longstanding client Eddie Murphy (going back 36 years), Ryan Reynolds and Chris Rock. To clients idle during the pandemic shutdown, Landesman advises that they create material during down time so they can “own their content when we can get back to work.”

Relentless: “Never in my wildest dream did I think all our clients would need us at the same time,” Landesman says. Due to shelter-in-place, there was a deluge seeking advice on alternative housing and navigating the then-crashing stock market last spring.

KLARBERG: GREGORY PARRAMIO

“Make money in your sleep as opposed to being on the road or being on the set.”

Josh Klein

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Barry Siegel
Co-Managing Partner

At Provident Financial Management Siegel's clients include Al Pacino, Rob Dyrdek, Mike Judge, David Mamet and composer-scorer Trevor Rabin. Siegel observes that clients used to view their careers as mostly propelled by their personal actions, but no longer as the pandemic casts a shadow over everything. "It caused them to be more introspective and allowed us to interact more in the planning for their economic challenges," he says. **New World:** Siegel says the latest challenge for the business manager industry is managing employees who increasingly work at home. Firms will need "new ways of retaining control, security and proper coverage for clients," he says.



Richard Singer,
Stephanie Connor Arkof,
Amitha Harichandran

WEALTH MANAGEMENT PARTNERS
SB Capital Management

The firm's clients include showrunners, producers and actors from TV series "Animal Kingdom," "Dead to Me," "The Kominsky Method," "A Million Little Things," "Outlander" and "Star Trek: Strange New Worlds." With bonds and bank accounts generating little in today's low-interest world amid the pandemic, Singer has "increased investments in fixed income 'substitutes,' specifically lending money against real estate." He adds that yields are good. SB Capital Management is the investment arm of Singer Burke Zimmer. **Sustainable Investing:** With California wildfires elevating environmental concerns, ecologically responsible investing moves even more to the forefront for clients and the firm, Burke says. "The interest in that area has skyrocketed."



Mike Skeet, Simon Hopkins,
Jeff Kaye

MANAGING DIRECTORS
Gelfand, Rennert & Feldman/U.K.

The London-based trio became part of Gelfand, Rennert & Feldman when their music-focused firm Skeet Kaye Hopkins was acquired in May 2019, giving the L.A.-based company (owned by investment giant Focus Financial Partners) an increased presence in the European market, as well as added expertise in local tax laws, which is a specialty of Hopkins. Ironically, Skeet spends a fair amount of time in L.A. servicing expat British music clients, who especially need counseling and reassurance during the pandemic, which eliminated touring income and forced them to either lay off support personnel or cut salaries, as well as fight for insurance claims covering cancellations. **Virtual Concerts:** "Touring isn't looking like it's coming back anytime soon," says Skeet. "So it's a combination of making money and keeping fan engagement going."



Lou Taylor
FOUNDER/CEO
Tri Star Sports and Entertainment Group

With offices in Nashville and Los Angeles, Taylor's 28-year-old firm handles a diverse collection of music artists (Mary J. Blige, Steven Tyler, Reba McEntire, Meghan Trainor, Florida Georgia Line, Jason Derulo) and actors (Priyanka Chopra Jonas, Samara Weaving, Natalie Dormer, Jack Huston, Charles Melton), along with Netflix CMO Bozoma Saint John. **Surviving the Shutdown:** "The month of March was fast and furious, realizing we were in a pandemic, quickly addressing the financial needs, filing for all the PPP loans and the Main Street Lending programs," Taylor says. "We had some clients that did not see a reduction in deal flow and others that experienced the opposite."

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Mann Gelon Glodney Gumerove Yee LLP

is honored to have

Steve Gelon, Steve Glodney
Alex Smith, Van Lee, and Justin Sroka

named in

VARIETY'S 2020 **BUSINESS MANAGERS ELITE**

A heartfelt congratulations to all of our fellow honorees!

We humbly thank our esteemed clients and our amazing staff without whom this would not be possible. We are so grateful to you.