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aces with devious  
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ALAN RUCK"*  
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the writing remains  
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# Good Advice Helped Showbiz Talent Survive Pandemic

The business managers on *Variety's* list aided Hollywood's wealthy in navigating crisis

• Profiles by Peter Caranicas, Todd Longwell and Robert Marich



## Abacus Financial Business Management

**Belva Anakwenze**  
Principal and Business Manager

• With the pandemic disrupting employers, Anakwenze finds that talent pay that used to arrive in weeks can now take months. "It's creating cash-flow issues," she says. "Clients have to be prepared and get in front of it." Her clients include Jay Ellis ("Top Gun: Maverick") and "ET" co-hosts Kevin Frazier and Nischelle Turner. Anakwenze also reps behind-the-camera film/TV talent, actors, digital influencers and executives in events and concerts.

**Avoiding the squeeze:** Even wealthy talent can get squeezed if their money is locked down in investments. Los Angeles-based Anakwenze counsels creating living-expenses reserves and, of course, pressing employers to pay up.

**Even wealthy talent can get squeezed if their money is locked down in investments.**



## Adeptus Partners

**Howard Krant**  
Managing and Founding Partner

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

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

**Michael Hoffman**  
Senior Partner

• Clients include John Legend and his wife, Chrissy Teigen, Jessica Simpson, Imagine Dragons, Wyclef Jean, Derek Hough, Edie Falco and fashion designer John Varvatos. The practice led by Krant spans entertainment, sports, media and fine arts. He is joined by Levin, Lee, Goldstein, Stark and Hoffman. They handle individuals, productions, music touring, valuation work including for music catalogs and non-profits. The firm's base is in Manhattan, with offices in Asbury Park, N.J.; Jericho, Long Island; Marina del Rey, Calif.; and suburban Washington, D.C.

**No horror stories:** Clients are more concerned about their personal financial affairs, Krant says, because they're aware of personal-finance horror stories of showbiz figures. "Most of them are very financially savvy and they don't want to be taken advantage of."



## Armanino

**Ken Coehlo**  
Partner-in-Charge, Business Management

**Corey Pelton**  
Director, Business Management

**Rob Abramowitz, Craig Manzino, Marc Rosen, Sam Levin, Jason Zayon, Elisabeth Cai**  
Partners, Business Management

**Catherine Catherine**  
Director, Business Management

• If someone has a question about a cutting-edge investment such as bitcoin, NFTs or cannabis, Armanino has the expertise. One of the clients it services is a leading cryptocurrency exchange and another's a cannabis tax group that contributed to a 250-page treatise for Thompson Reuters exploring the

33 states that tax marijuana sales. It's just one of the benefits of being part of one of the top 25 largest accounting and consultancy firms in the country. The Armanino team handles a large collection of execs, writers, producers, directors, actors, musicians, athletes, talent management and production companies and high-net-worth individuals. Within the group, there's a variety of specialties. For instance, Abramowitz's roster includes a world-famous celebrity dermatologist, Pelton works primarily with music business clients, Levin's accounts include the owners of several major retail brands, Cai specializes in trusts and estates and Zayon has Silicon Valley entrepreneurs.

**Gloves on:** "Our business management practice acts like a boutique firm within a much larger organization because it requires a hands-on, white-glove concierge-type of service," Coehlo says.



## Bell & Co.

**Evan R. Bell**  
Managing Partner

**Liza de Leon**  
Business Management Partner

• The firm's clients include writer-director Robert Eggers, fine artist Gerald Jackson, actor-director Camrus Johnson, filmmakers Dee Rees and Steven Soderbergh, screenwriter Brian Tucker and non-binary actor/fashion and community influencer Lachlan Watson. With television, film, literary and podcasting clients, Bell and de Leon work in midtown Manhattan, where their office remained open throughout the pandemic. Staff is vaccinated and tested weekly. "We consider this the safest office on earth," Bell says.

**Real estate roulette:** During the pandemic, de Leon says, older clients who were renters in New York City sought homes in the region but "kept getting outbid. It was hectic and stressful." Bell adds that residence-buying clients were upsizing at prices "at least double what they sold their old homes for," but were staying in the region.



**Congratulations to our 2021  
Business Managers Elite Honorees**

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

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# THANK YOU

Fulton Management is proud to be included in such esteemed company for this year's Variety Business Managers Elite Edition. We are deeply appreciative of the continued commitment our team has shown year over year, and look forward to continuing to grow and develop our up and coming talent.

We couldn't do this without you.

**Eric, Elizabeth, and Matthew**



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## SFG Business Management

**Scott F. Guber**  
President

• Clients include director-producer Anthony Hemingway ("Red Tails," "Genius: Aretha"), cinematographer and producer David Miller ("Veep," "Mr. Mayor"), director-producer Greg Mottola ("Superbad," "Confess, Fletch") and talent manager/producer Rory Rosegarten ("Everybody Loves Raymond"). Guber says the slowing job market because of the pandemic allowed his clients more time to scrutinize work offers, as well as put more effort into personal passion projects.

**Conservative measures:** With the Delta variant and Hollywood labor uncertainty clouding the economic outlook, Manhattan-based Guber says, "We're advising clients to once again dig in and reassess their spending habits. While we can't control the inflow, we can control the outflow."



## Shephard Tinglof + Associates

**Rick Shephard**  
Founding Partner  
**Mark Tinglof**  
Partner

• Shephard and Tinglof first met 35 years ago when they worked at the same firm, and they regularly played poker together before finally deciding to join forces. The pair also have many longstanding clients, including Courtney 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, Wyatt Russell, Meredith Hagner, Tara Strong, David Schiff, Jeff Kleeman, Alan Poul and Narrative Media.

**Surprise growth:** While the pandemic

may have been the worst of times in many ways, Shephard says it was a surprisingly prosperous period for his clients. "So long as your business manager is flexible, not tied to any particular strategy, everyone seems to be finding their wealth has increased," he says.



## Singer Burke

**Matthew Burke**  
Managing Partner

**Richard Singer, Stephanie Connor Arkof, Amitha Harichandran**  
Wealth Management Partners

**Elaina Kogan**  
Tax Partner

• The firm's clients include TV producers/showrunners, some of whom are working on "Bridgerton," "The Handmaid's Tale," Netflix limited series "Maid" and animated Amazon series "Invincible." They handle digital media, high tech and personal management companies. In the COVID era, Burke says work tilted to tax matters, including moving domiciles from high-tax areas and buying second homes, when clients realized they could work efficiently remotely. In personal finance, Burke says the Opportunity Zones federal tax breaks for real estate, created in 2017, "are a once-in-a-generation chance to shield significant capital gains from taxes."

**Positive social impact:** With the boom in real estate, Harichandran says clients need to efficiently handle taxes on the big gains in properties purchased over the past five to 10 years. "Rolling over these investments into Opportunity Zones has not only provided tax benefits but achieved positive social impact," Harichandran says.



Singer Burke handles business for some of the "Bridgerton" creatives.



## Singer Lewak

**Jordan Josephs**  
Director, Business Management

**Andrea Link**  
Partner, Business Management

• The firm can trace its history back to 1959 Los Angeles and over the decades it has spread out to 15 offices across five states. However, its business management and sports and entertainment department is still based in L.A. and for the most part still handles the traditional collection of actors, directors, film and TV producers, music artists, producers and athletes. But in recent years it has experienced an influx of social-media influencers and other digital-first entrepreneurs such as podcasters who have their own economic quirks, which, it turns out, gave them an economic edge during the lockdown.

**Digital leads the way:** "Advertising and marketing companies allocate budgets way in advance, so they had budgets already set aside [for social media] and maybe even reallocated budgets from things like live events and put them into new digital marketing opportunities because you can do those remotely," Josephs says. "You also have the consumers who are spending money on things like subscriptions, like merch, so [digital talent] did pretty well."



## Summit Business Management

**Steven Shapiro**  
Owner/Founder

• Shapiro's independent firm services about 500 entertainment clients, including Zendaya, "Weird Al" Yankovic, Aaron Paul, Elliott Gould and Vanessa Hudgens. In spite of the pandemic, most are having a very good year in 2021, especially the 150 writers the firm handles. However, eight did sell their homes in California and leave the state. They mostly moved to non-income tax states (Texas, Florida and Nevada), but the moves weren't necessarily motivated by economics.

**Exit sign:** "They just felt the state wasn't as conducive to raising a family as it once was. But I think they may discover down the line that the grass is a little greener in California," says Shapiro.