

Four Gibson Dunn Partners Named to Variety Dealmakers List for 2025

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Variety

Partners Kevin Masuda, Benyamin Ross, Steve Tsoneff, and Sarah Graham have been named to the *Variety* Dealmakers list for 2025, after a year which the publication said “was a landmark in the annals of showbiz dealmaking.” *Variety* highlighted several major deals, including transactions for clients The SpringHill Company, Lobos 1707, Global Music Rights, The Azoff Company, and Paramount. Speaking on celebrity value proposition for brands, Kevin said: “If people aren’t watching advertisements on television and you’re getting limited [exposure] on YouTube, there’s no better way to go than social media. Just having somebody wearing certain jewelry or talking about something is huge.”

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