GIBSON DUNN

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."

Related People

Kevin Masuda

Benyamin S. Ross

Steve Tsoneff

Sarah L. Graham

Related Capabilities

Media, Entertainment, and Technology

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