

Segun Aluko and Genevieve Perez Named to Variety's 2022 "Hollywood's New Leaders" List

Variety

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Sheppard Mullin is proud to announce that Entertainment associates Segun Aluko and Genevieve Perez were recognized by *Variety* as Hollywood's New Leaders of 2022.

Variety celebrates Aluko for his work with Nigerian producer and Nollywood star Genevieve Nnaji and her producing partner Chiny Onwugbenu on their film and TV slates. The publication also highlights his crucial guidance to streamers like Amazon Studios in navigating content in Africa.

Perez is recognized for her representation of Spotify in its major podcast deal with WWE to be the exclusive home for WWE podcasts, as well as her negotiation on behalf of News Corp. for an extension and global expansion of its existing strategic partnership with Apple.

In its annual New Leaders feature, *Variety* spotlights the next generation of power players in the entertainment business, highlighting individuals who have made waves in film, television, music and tech over the past year and risen to positions of prominence.

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Attorneys

Segun Aluko

Genevieve Perez

Practice Areas

Entertainment, Technology and Advertising

Industries

Entertainment, Technology and Advertising