



“I’VE KNOWN GUY SINCE HE WAS IN HIS LATE TEENS WORKING WITH MADONNA. OVER THE LAST 25 YEARS, I HAVE SEEN HIM GROW INTO ONE OF THE MOST IMPORTANT AND ACCOMPLISHED TALENT MANAGERS OF HIS GENERATION. HIS ABILITY TO COMMUNICATE WITH TALENT IS RARE AND UNIQUE. WE SHARE MANY CLIENTS TOGETHER, AND IT’S ALWAYS A PLEASURE DOING BUSINESS WITH HIM.”
—ALLEN GRUBMAN

GUY OSEARY

THE MYSTERIOUS WAYS OF A MAVERICK

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While attending Beverly Hills High School in 1990, a 16-year-old Guy Oseary was cutting his A&R teeth by compiling demos of all the artists he could find. He met Madonna's manager, Freddy DeMann, through his daughters, who went to BHHS as well, and played him some of those demos. Nothing came of it,

but the two stayed in touch.

The summer after graduation, Jerusalem-born Oseary went on some of the first **Lollapalooza** tour dates; **Ice-T** was on that tour, and Guy was managing his DJ, **Evil E**. He also went to **Reggae Sunsplash** in Jamaica and **New Music Seminar** in New York, looking to find his musical path before starting college. When he came back to L.A., Oseary entered **Cal State Northridge**. During his first semester, his artists **Hen Gee** and **Evil E**, who are brothers, got a record deal on **Pendulum Records** with the help of hip-hop entrepreneur **Steve Rifkind**. Sensing he was getting warmer, he finished the semester and then left college for good.

Oseary had been periodically checking in with DeMann, who told him that he and Madonna were going to start a record company; it had no name yet. He asked Freddy for an office and offered to become an unpaid scout. DeMann said yes, and the 18-year-old was in the door. A year later, the label had a name—**Maverick**—and Oseary was given a salary. He rose through the ranks all the way to Chairman, developing a roster of artists that included **The Prodigy**, **Alanis Morissette**, **Deftones**, **Meshell Ndegeocello** and **Bad Brains**.

DeMann had been managing Madonna since 1985, initially in partnership with **Ron Weisner**; they'd co-managed **Michael Jackson** during his breakthrough years as a solo artist, spanning 1979's *Off the Wall* and 1982's *Thriller*. Weisner and Madonna detested each other, and Weisner eagerly pawned her off on DeMann, who just as eagerly took her off his partner's hands. DeMann and Weisner apparently weren't that fond of each other either, because they split up soon thereafter.

Oseary celebrated his first major signing at 20, bringing in **Candlebox** in 1992. The band's first LP, released in 1993, sold more than 3 million units. Not long afterward, he homed in on Morissette, whose *Jagged Little Pill* would snag four **Grammy Awards** just two years later. *Pill* went on to become one of the most successful albums of the 1990s. It was the first album to reach both 12m (in February 1997) and 13m (in August 1998) in sales in the U.S. since 1991—when **Nielsen SoundScan** started tracking music sales. And according to the **RIAA**, it then



Top to bottom: With Madonna; with Tom Poleman, the Edge and John Sykes

reached 16-times platinum status.

What makes this feat even more impressive is that no one expected it. Morissette had been written off by most execs; according to manager **Scott Welch**, every label they had approached,

apart from **Maverick**, declined to sign her. Oseary saw what everyone else missed, and he took a chance. Since then, he's continuously proved how unafraid he is of risks.

DeMann was finally bought out of



Guy O with fellow heavyweights Irving Azoff, Allen Grubman, Michael Rapino and Netflix's Ted Sarandos

the company for a reported \$20 million in 1998, and Guy O stepped in as Madonna's consiglieri, de facto manager and co-head of the company with her.

In the intervening years—which have seen Oseary step in as U2's rep and

Maverick transform itself into a management powerhouse, in league with **Live Nation**—he has expanded his reach and profile in myriad ways, becoming one of the few bona fide moguls of the modern biz and developing one of the

most capacious networks in the entertainment world.

“Most managers make a point of not getting carried away like a fan,” says **Bono**. “What’s so extraordinary about Guy O is he can put up with all our shite

but still believes in us like he was 21.”

The Edge echoes his bandmate’s sentiments. “Guy is grounded and practical but also a true visionary,” he says. “No responsibility is too big for him and no task too small. Above all else, he is incredibly caring. All of this makes him a very big person.”

He also happens to be a real mensch.

As the *L.A. Times* once put it, “He’s a natural talker—confident, but not in an off-putting way. He prides himself on being approachable, opening phone calls with a disarming, ‘Hi, buddy.’”

“I think we are suffering from a lack of imagination and individuality in every area of the entertainment business,” Madonna said a few years into her rela-

tionship with Oseary. “But I think there are people like Guy coming up who are going to keep us all from falling into conglomerate hell.”

Groundbreaking imagination can get a trailblazer far, it’s true, but it’s his ability to stay incredibly calm amid chaos that cements his otherworldliness. Oseary isn’t hot-headed—a true blessing in this industry. He holds his cards close to his chest and never lets you see him sweat—qualities that set him apart at the get-go and have followed him into a fruitful future.

By the end of the ’90s, Oseary had guided Maverick to sell more than 100 million albums worldwide and secured its spot as one of the industry’s leading boutique labels. In 2001, it was time to branch out, and he and Madonna made the decision to launch **Maverick Films**. Over the course of a few years, he executive-produced **Rob Zombie**’s first two ventures into feature filmmaking—*House of 1000 Corpses* (2003) and *The Devil’s Rejects* (2005)—as part of the company’s freshly minted cinematic arm. Oseary also served as executive producer on NBC’s *Last Call With Carson Daly* from 2003 to 2013. And he helped bring blockbuster series *Twilight* to the big screen; he’s credited as an executive producer on all four of the vampire flicks, which spanned 2008-2012.

Top to bottom: With John Sykes and Alanis Morissette; with Candlebox, Madonna and Freddy DeMann



Maverick Records filed suit against **WGM** and former parent company **Time Warner** in 2004, resulting in a highly publicized legal battle; Maverick claimed that WGM’s mismanagement of resources, along with improper and inaccurate bookkeeping, cost the company millions. The suit charged Warner with “sacrificing the interests of the partnership and its partners for the defendants’ own selfish financial interests, attempting to induce one of their partners to betray the interests of his other partners and secretly attempting to seize the partnership opportunities for their own benefit.”

The legal wrangling heated up when WGM countersued, alleging that Maverick, on its own, had lost \$66 million since 1999—a claim Maverick’s attorney dismissed. The lawsuits came as the two sides were negotiating how to unwind their joint-venture partnership, which was to expire



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Maverick ballers Oseary, Abe Burns, Chris Parr, Clarence Spalding, Scott Rodger, Cortez Bryant, Shawn Gee, Larry Rudolph, Greg Thompson, Gee Roberson and Tony Sal

at the end of the year. The WMG claims asked the court to affirm that the company had no further obligation to Maverick and that Maverick's claims, filed via a \$200 million lawsuit, were baseless.

Eventually, the two companies agreed to settle their litigation by extending and restructuring the term of their joint venture, while Madonna sold her shares in Maverick, ending her involvement with the label. Although WMG technically acquired Maverick Records, the latter was allowed to continue operating as a standalone label, while greater emphasis was placed on signing and developing artists, and Maverick was given the ability to draw more heavily on the resources of Warner Bros. Records.

As part of the agreement, Oseary signed a new multi-year contract with Maverick, but WMG ended up purchasing his label shares in 2006. In 2007,

Maverick Records folded. Two of the label's most-successful artists, **Michelle Branch** and **Morissette**, then left Warner Bros. Madonna's contract with WBR continued under a separate agreement until 2009.

In 2007, the year after Madonna's **Confessions Tour**, Oseary negotiated a groundbreaking 360-deal that partnered Madonna with Live Nation; it was said to be worth \$120 million. Brokering that mega-deal was legal legend **Allen Grubman**, who has played a massive role in Madge's career for decades.

Oseary then guided her through the **Sticky & Sweet Tour** (2008-09) and **The MDNA Tour** (2012), which are among the highest-grossing concert tours of all time, earning north of \$476 million* and \$333 million*, respectively.

His appreciation for live music goes way back. After first coming to America

at age five, Oseary returned to Israel with his mother, **Gila**. When his parents divorced a few years later, he returned the States, learning English at Beverly Hills' **Temple Emanuel School**—where his dad **Yossi** worked at the time. According to the *Times*, the pair had an apartment across the street from the **Le Parc Hotel**, a hotspot for rock bands in the '80s. Starting around his pre-teen years, Oseary began surveying the lobby, scoring free tickets and rides to shows from befriended fans. The seed was planted.

He was always destined to be more than just a record man. “I've got one outlet now—music—and it's great to be able to sign someone that excites me,” asserted an ambitious Oseary, back when he was 24. “I'd like to also be able to do that with the scripts I get or books or TV shows... I'm not going to limit myself.”

And he delivered.

*Numbers adjusted for inflation



Clockwise from top left: *Seven up*—Maverick’s Scott Rodger, Clarence Spalding, Oseary, Seth England, Greg Thompson, Chris Parr and Kevin “Chief” Zaruk; with Paul McCartney; shopping for CDs with Michael Goldstone and John Kalodner

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The man of many hats went on to author four books, including *Jews Who Rock* (2001) and *On the Record: Over 150 of the Most Talented People in Music Share the Secrets of Their Success* (2004). Two coffee-table books, *Madonna: Confessions* and *Madonna: Sticky & Sweet*, feature his photography from Madonna’s 2006

and 2008-09 tours, respectively. Working alongside Ashton Kutcher and billionaire businessman Ron Burkle, he co-founded A-Grade Investments, a venture capital firm that has put money into the likes of Airbnb, Shazam, SoundCloud, Spotify and Uber. He’s also an advisor to coconut-water company Vita Coco and Groupon.com—once described by

Forbes as “the fastest-growing company in web history.” Projects he’s launched with Madonna include gym chain Hard Candy Fitness and MDG ICON—a joint venture with Iconix Brand Group, formed in support of Madge’s fashion-related forays. Undeniably a multitasker, Oseary has consistently kept busy in one way or another. He signed his first ath-

MAVERICK MANAGEMENT'S ROSTER OF BIZ HITTERS ALLOWED IT TO BURST ONTO THE SCENE AS AN EXECUTIVE SUPERGROUP.



Clockwise from top left: With Sean “Puffy” Combs, wife Michelle Alves and Bono; with Ashton Kutcher; with Madonna at the 2012 Golden Globe Awards afterparty in Beverly Hills

lete, baseball all-star Alex “A-Rod” Rodriguez, in 2007. At this point, he was already steering the careers of Lenny Kravitz and magician David Blaine, in addition to Madonna. He had also embarked on his third year as a partner, alongside Jason Weinberg and Stephanie Simon, at Untitled Entertainment; there, clients included Hilary Swank, Penelope Cruz, Naomi Watts and Kutcher.

“As I embark on this new chapter in my career, I know that I have found in Guy Oseary someone who is aligned with my interests and who has earned a lot of respect in the entertainment industry,” Rodriguez said at the time.

It wasn’t until 2013 that Oseary leapt into day-to-day management of U2, the iconic rock band that had been repped by Paul McGuinness since its

inception. In tandem with this development, Live Nation shelled out \$30 million to acquire McGuinness’ Principle Management and merge it with Guy O’s Maverick in an unprecedented deal.

“As I approach the musically relevant age of 64, I have resolved to take a less hands-on role as the band embark on the next cycle of their extraordinary career,” McGuinness explained in the

announcement. “I am delighted that Live Nation, who with **Arthur Fogel** have been our long-term touring partners, have joined us in creating this powerful new force in artist management. I have long regarded Guy Oseary as the best manager of his generation, and there is no one else I would have considered to take over the day-to-day running of our business.”

Oseary officially succeeded McGuinness the following year and closed a much-talked-about deal between U2 and **Apple**—valued at \$100 million. Hoopla surrounded the delivery of U2’s new **Interscope** set, *Songs of Innocence*, to every **iTunes** user. In organizing the highly controversial move, Team U2 totally hijacked the conversation, as well as the entertainment news cycle, and drove traffic to a sale on the band’s catalog.

Tongues wagged vehemently in response to the U2/Apple news *and* the proper unveiling of the Live Nation-owned **Maverick Management**, which happened around the same time. The latter was particularly game-changing for the industry, due to the acquisition’s sector-bridging nature.

Maverick’s roster of biz hitters, meanwhile, allowed it to burst onto the scene as an executive supergroup of sorts, a management roll-up that brought together other top-tier managers who represented an impressive array of major acts, the most recent addition being record-smashing “country trap” breakout Lil Nas X. The management team includes **Clarence Spalding** (Jason Aldean, Rascal Flatts), **Larry Rudolph** (Britney Spears, Pitbull, Aerosmith), **Gee Roberson** and **Cortez Bryant** (Lil Wayne, Lil Nas X), **Shawn Gee** (The Roots), **Adam Leber** (Miley Cyrus, Lil Nas X with Roberson), **Scott Rodger** (Paul McCartney, Shania Twain, Andrea Bocelli), **Lee Anne Callahan** (Ricky Martin), **Wassim “Tony Sal” Slaiby** (The Weeknd, French Montana) and **Big Loud’s Kevin “Chief” Zaruk** and **Seth England** (Florida Georgia Line). Additionally, **Greg Thompson** came aboard as Maverick Music President in 2016 after eight years at **Capitol/EMI**.

All in all, this was a serious get, one



Top: With Madonna and Nas; with Kutcher and Lil Wayne

“GUY IS HONEST, STRAIGHT-HEADED AND TALENTED—A GREAT COMBINATION.”
—JIMMY IOVINE

that firmly marked Oseary’s transition from powerful exec to outright mogul.

“Guy is a selfless, never-say-never, goes-hard-every-minute beast,” Roberson says admiringly of Maverick’s ringleader. “His dedication to his craft clearly shows in everything he touches. It is great to be in business with some-

one who is all about community and helping others on their journey.”

Highlights from the last few years have included **The Joshua Tree Tour 2017**—a worldwide run, commemorating the 30th anniversary of acclaimed album *The Joshua Tree*—which earned \$324m* to become the #15 top-grossing

*Numbers adjusted for inflation



Bottom left: With Meshell Ndegeocello, Madonna and Chris Rock

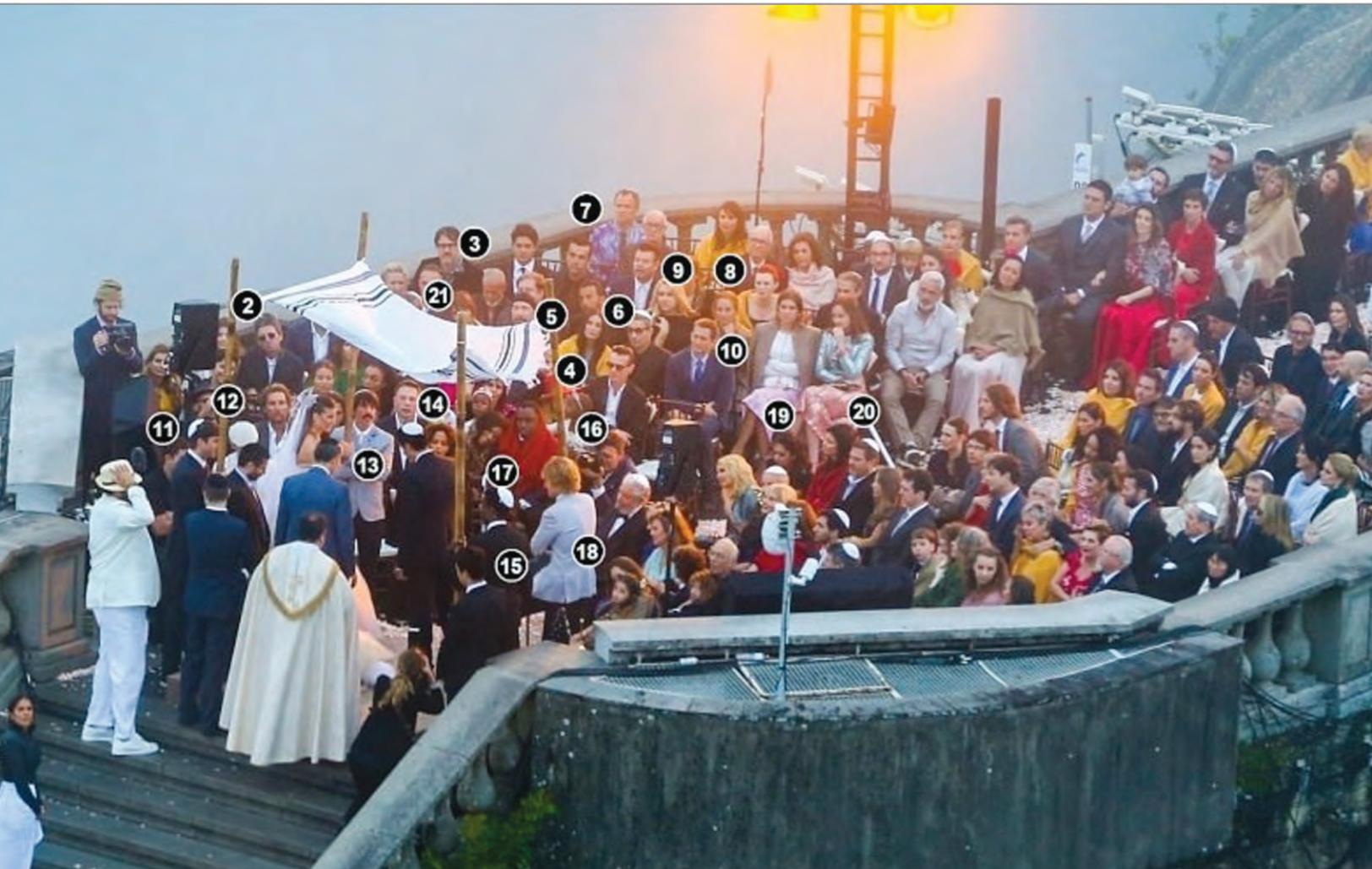
tour ever. Then followed the chart-topping success of U2's 14th studio album, *Songs of Experience*. 2018's **Experience + Innocence Tour** was no disappointment either, reportedly grossing north of \$126m.

There too was the now-46-year-old exec's decision to co-manage **Kurt**

Cobain's estate with Live Nation Film and Television President **Heather Parry**, as well as the launch of **Good Today**, a nonprofit platform that "lets anyone in the world become a philanthropist with as little as one quarter a day." Members of the org pride themselves on "making it easy and meaningful to give charity

daily to hundreds of new causes and organizations across the globe."

Madonna returned in 2019 with new, Latin-inflected material, leading off with a single featuring superstar **Maluma**. This preceded the June 14 drop of the full-length *Madame X*, the final record in a three-album deal with



Tying the knot in Rio with invited guests: 1. Matthew McConaughey 2. Noel Gallagher 3. David Arquette 4. Madonna 5. The Edge 6. Demi Moore 7. Flea 8. Karen Elson 9. Heather Parry 10. Jennifer Meyer 11. Ashton Kutcher 12. Sacha Baron Cohen 13. Anthony Kiedis 14. Elon Musk 15. Chris Rock 16. Ester, Stella and Mercy 17. Diddy and Cassie 18. Owen Wilson 19. Dasha Zukhova 20. Dakota Johnson 21. Helena Christensen

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Interscope reportedly worth \$40 million that was made by Jimmy Iovine in 2012. The new direction and features once again underscored how the superstar and Guy O have nimbly navigated a changing marketplace. *Madame X* turned out to

be the ninth chart-topping longplayer of Madonna’s career.

“I’ve known Guy since he was in his late teens working with Madonna,” Allen Grubman recalls. “Over the last 25 years, I have seen him grow into one of the

most important and accomplished talent managers of his generation. His ability to communicate with talent is rare and unique. We share many clients together, and it’s always a pleasure doing business with him.”



One big happy family

Oseary wed **Michelle Alves** on Oct. 24, 2017, at a lavish ceremony in Rio de Janeiro with Madonna, Bono, Kutcher and assorted other celebs in attendance. They live in L.A. with kids **Oliver**, **Mia**, **Levi** and **Jude**.

“We’re not sure if we built the Joshua Tree 2017 Tour in South America around his wedding, or his wedding around our tour,” Bono quips. “Either way, it’s impressive.”

To quote Iovine, “Guy is honest,

straight-headed and talented—a great combination.”

The fiery ambition of the teen entrepreneur still clearly burns in his belly; what he’s accomplished in the years since probably dwarfs even what he himself envisioned. ■