

The Baldonado Group, P.C.

Founded by **Hector Baldonado** in 2002, The Baldonado Group, P.C. is among the most respected boutique law firms in the entertainment industry. For more than two decades, Baldonado has helped clients traverse the path to superstardom, aided by his drive, dealmaking prowess and ability to identify and cultivate talent. During the past decade, he has negotiated major-label recording agreements, publishing deals, joint-venture agreements and catalog sales on behalf of some of the biggest stars in music, including one of the defining artists of this generation, the late **Juice WRLD**.

The firm's current roster of clients includes music superstars at the top of their craft. **Lil Durk** and **Rod Wave** are both coming off chart-topping albums in 2022, with **Durk's** *7220* debuting at #1 in March and **Rod's** *Beautiful Mind* following suit in August, while **Trippie Redd's** January 2023 release *Mansion Musik* achieved similar success. Meanwhile, fans and industry-insiders alike eagerly anticipate **Moneybagg Yo's** next project, as the rapper seeks to build on the momentum of his platinum-selling 2021 release, *A Gangsta's Pain*. Currently, Baldonado is helping overnight sensation **Superstar Pride** navigate a bidding



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war following the success of his debut single, "Painting Pictures." The firm's clientele also includes **Sleazy World Go**, **Bryant Barnes**, **Pooh Shiesty** and **YOVNGCHIMI**.

In addition to this array of talent, Baldonado is proud to represent numerous industry power players, including touring dynamo **Major Artists Concerts**

and its CEO, **Andrew Lieber**; the barrier-breaking **Baroline Diaz** of **Great Day Records**, which recently entered a joint venture with **Santa Anna** and **Alamo**; mega-manager **Dre London**, who represents acts such as **Post Malone**; and **Mel Carter** in a recent JV between his **Second Estate Records** and **Warner Records**.



From left:
Sean Beloff,
Jon Sander,
Peter Allen,
Tiffany Morgan,
Lex Grana

■ **PETER ALLEN**

An industry veteran with more than 20 years of experience, Allen joined the firm in an “of counsel” role in 2018. In addition to working with Juice WRLD, Lil Durk and Rod Wave, Allen recently represented multi-platinum artist King Von and reggae superstar Buju Banton, as well as rising stars Hot Boii, Big 30 and 300/Warner label Remain Solid Entertainment, while also serving as production counsel on the award-winning documentaries *Jodorowski’s Dune* and *Cradle of Champions*.

■ **TIFFANY MORGAN**

Morgan joined the firm as an intern in 2010 after graduating from St. John’s University and remained while completing her JD. Under Baldonado’s leadership, she handles complex legal matters for clients Trippie Redd, Moneybagg Yo and Juice WRLD. Morgan also works closely with trailblazing manager Brian Desrosiers, celebrity manager and jeweler

Will Selby and Chicago rapper and blossoming label executive Zona Man, along with his up-and-coming clients, Blessing and Only Thrsday.

■ **JON SANDER**

Sander, another industry veteran who has worked with Baldonado in various capacities over the past two decades, rejoined the firm in 2021. Since re-entering the fold, Sander has worked diligently on behalf of firm clients including OT Genasis, Jeremih, Rowdy Rebel, Bizzy Banks, Famous Dex and City Morgue, and served as a mentor for the younger managers and future industry executives among the firm’s clientele. He also works closely with culture-setting influencers, like *Fboy Island’s* Tamaris Sepulveda, and *Love and Hip Hop’s* Juelz Sanatana and Kimbella.

■ **LEX GRANA**

With previous work experience at a record label, management company

and talent agency, Grana brings perspective and a deep understanding of culture to his work and relationships. Besides administering day-to-day matters for firm Lil Durk, Moneybagg Yo and Superstar Pride, he also works with emerging artists Bryant Barnes, Dei V and SleazyWorld Go. Lex has negotiated deals with such multinational corporations as Amazon, Apple Music, Bacardi, Marc Jacobs and Twitch.

■ **SEAN BELOFF**

The most recent addition to the team, Beloff served as Baldonado’s executive assistant prior to law school, then rejoined the firm after graduating in 2021. He brings a well-rounded perspective to the firm, thanks in part to his varied past work experience, which ranges from finance and tax matters to hospitality, education and branding. Beloff helps to administer day-to-day matters for firm clients including Stunna Gambino, Murda B and ItsWill. ■



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