

Cicero Leak's TLS Talent Agency dives into sports management geared to HBCU athletes



North Carolina, Charlotte, Feb 12, 2021 ([Issuewire.com](https://www.issuewire.com)) - [TLS Talent Agency](#) is pleased to announce its latest division, TLS Sports. The talent agency first launched in 2010 by co-founders Cicero Leak and Tristian Turner (both graduates of HBCU's) with clients such as *Shark Tank*'s Daymond John, Sway Calloway, Kid N Play, Fonzworth Bentley, Grammy Award Winner Fantasia Barrino, Big Tigger, Academy Award-nominated director James Fargo, from Tyler Perry's *If Loving You Is Wrong* actress

April Parker Jones and TLS Sports first client, Basketball Coach [LeVelle Moton](#).

The new division will operate independently from the rest of the company under the leadership of managing director Chuck Stinson (graduate of Morehouse College) and will focus on helping athletes that attend HBCU's get their shot at the next level at becoming a professional athlete. Services will include representing professional athletes with negotiating contracts, and endorsement deals.

TLS Sports also recently announced a partnership with NBA star Chris Paul's CP3 Basketball Academy to launch [HBCU CON](#), a week-long event that offers training from current and former NBA professionals for HBCU student-athletes that aspire to play professionally.

"We are excited about the launch of TLS Sports and looking forward to helping those who attend historically black colleges or universities that aspire to make it to the next level but are overlooked. Our goal is to approach the business in a different way because the athletes can relate to us in a different way," says Cicero Leak, CEO of TLS. "The launch of TLS Sports will also help those who attend HBCUs provide them an opportunity to get into the business as well, helping further the next generation."

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