

TLS Talent Agency's Cicero Leak, doing Hollywood deals away from Hollywood



North Carolina, Raleigh, Feb 3, 2021 ([Issuewire.com](https://www.issuewire.com)) - When you've represented the likes of Shark Tank's [Daymond John](#), SiriusXM's Sway Calloway, Fonzworth Bentley, Grammy Award Winner Fantasia Barrino, and V-103's [Big Tigger](#), it's safe to bet that you can successfully wade through the waters of the entertainment industry. TLS Talent Agency's Co-Founder & CEO Cicero Leak talks about navigating deals for his clients and expanding his agency into athlete representation the with the launch of TLS Sports.

You've been doing this for several years now, how has your approach to doing business changed from when you first launched?

The biggest change in how we do business now is taking advantage of the relationships we have. It took us years to grow and build those strong relationships. When starting out sometimes you can be too timid because you are so afraid of failing but eventually, you have to get over those fears and make things

happen. So now our approach is more aggressive and really going after the right opportunities for our clients.

What are some examples of how you have turned struggle into success?

When I started my agency, I didn't know anyone in Hollywood, no clients, and no money. I felt like I was taking a road less traveled living in North Carolina. I had a wife and three kids to take care of but that didn't stop me from hitting the ground running. I was so confident in my ability to make things happen that I didn't let the things that would stop most people from taking that big step deter me from achieving my goals.

You've recently launched a sports division at TLS Talent Agency. What prompted you to make that move and what are your immediate plans?

We launched sports division TLS Sports to focus on helping athletes that attend historically Black colleges and universities ([HBCUs](#)) get their shot at becoming professional athletes. So many athletes that attend these schools are overlooked and we want to level the playing field. The launch of TLS Sports will also help provide those who attend HBCUs an opportunity to get into the business as well, helping further the next generation.

Outside of the obvious that the company will be sports-related, how will it differ from the talent side of TLS?

The new division will operate separately from the rest of the agency and will be under the leadership of our Managing Director Chuck Stinson (graduate of [Morehouse College](#)). Our goal is to approach the sports agency business in a different way because the athletes can relate to us in a different way. Our services will include negotiating contracts and endorsement deals for our clients.

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