

From Hollywood to the Brazilian Betting Scene: SCCG Partners with Iconic Actor Charles Paraventi

This marks a pivotal step in integrating entertainment and gaming, leveraging Paraventi's broad influence in Brazil to create player-centric experiences.

LAS VEGAS, NV, UNITED STATES, February 12, 2025 /EINPresswire.com/ -- [SCCG Management, a global leader in advisory for the gaming industry](#), proudly

“

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Charles Paraventi

announces a groundbreaking partnership with renowned Brazilian actor Charles Paraventi under its [iGaming talent agency](#) vertical, SCCG NextGen. This collaboration marks a pivotal step in integrating entertainment and gaming, leveraging Paraventi's broad influence in Brazil to create dynamic, player-centric experiences.

Charles Paraventi, widely recognized for his iconic roles in *Malhação*, *City of God*, and *Man on Fire*, has been a household name in Brazil for over two decades. His

presence in one of the most-watched youth series in Brazilian television history and his international exposure through critically acclaimed films make him an ideal ambassador for gaming brands seeking deep engagement with Brazilian audiences. This partnership aligns with SCCG NextGen's mission to enhance the gaming industry by incorporating celebrity IP, influencer-driven content, and entertainment-based engagement strategies.

Stephen Crystal, Founder and CEO of SCCG Management, expressed his excitement for the collaboration: “SCCG NextGen is built on the idea of merging gaming, entertainment, and brand influence to create meaningful player experiences. Partnering with a cultural mainstay like Charles Paraventi enables us to connect with the Brazilian gaming audience in a way that is both authentic and impactful. His credibility and recognition make him a strategic asset for gaming brands looking to expand in Brazil.”

Charles Paraventi shared his enthusiasm for the partnership: “Entertainment and gaming are both about creating excitement and engagement. With SCCG NextGen, I'm excited to bring my experience in television and film into a new space where audiences can interact with the brands

they love in a fresh, immersive way. Brazil has a massive, growing gaming community, and I look forward to being part of this evolution.”

SCCG NextGen builds on SCCG’s extensive track record of success in [influencer-driven marketing and gaming partnerships](#). With past collaborations such as the landmark deal with top Slots influencer Lady Luck HQ and music icon Birdman, SCCG NextGen continues to push the boundaries of engagement by bringing globally recognized talent into the gaming space.

Through this partnership, SCCG NextGen will develop customized marketing campaigns, branded gaming content, and IP-driven experiences to elevate brand visibility and player interaction. As SCCG expands its presence in Brazil, the collaboration with Charles Paraventi signals a major opportunity for gaming operators looking to enhance player acquisition and brand loyalty through the power of entertainment.

Expect more exciting SCCG NextGen partnerships as the company continues to bridge the worlds of gaming, entertainment, and talent-driven engagement.

ABOUT CHARLES PARAVENTI

Charles Paraventi is a Brazilian-American actor known for his memorable roles in Malhação, City of God, and Man on Fire. With over two decades in film and television, he has established himself as a household name in Brazil. His work in both national and international productions has given him significant recognition, making him an influential figure in Brazilian entertainment.

About SCCG NextGen

SCCG NextGen is the Talent Agency vertical of SCCG, crafted to meet the evolving needs of our partners and the broader gaming industry. We develop projects that integrate celebrity IP, create content that connects with both global and local audiences, and blend digital and real-world experiences. Through these partnerships, we aim to build authentic connections and enhance the overall gaming experience, while staying responsive to the changing dynamics of the gaming industry. <https://sccgmanagement.com/areas-of-expertise/2024/9/17/merging-gaming-with-brand-influence-and-ip/>



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About SCCG Management

SCCG Management is a leading advisory firm in the global gaming industry, dedicated to driving strategic growth and maximizing revenue for over 120 client-partners across diverse iGaming verticals. With offices in North America, Latin America, Africa, Asia, Europe, and Brazil, our team of seasoned industry executives leverages global relationships to enhance product distribution and seize new market opportunities. With over 30 years of experience, we specialize in navigating the complexities of tribal gaming, capitalizing on emerging markets, fostering igaming innovations, managing intellectual property, facilitating mergers and acquisitions, and advancing sports wagering and entertainment ventures. <https://sccgmanagement.com/>

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