

MMG Announces New Ownership Under CEO Aviva Skall; Launches Strategic Expansion into Creator Management & Brand Strategy

Ownership Transition Positions MMG & ITA for Expanded Growth in Talent, Creator & Celebrity Representation Ahead of 25th Anniversary

NEW YORK, NY, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- After nearly two decades building [MMG Model, Talent & Celebrity Management \("MMG"\)](#) into one of the country's most recognized independent talent management companies, longtime industry executive and MMG President [Aviva Skall](#) (known socially as Aviva Skall Ron) has acquired the company along with its California affiliate, International Talent Agency ("ITA"). The transition positions MMG for its next chapter of growth as the company approaches its 25th anniversary next June.

MMG was founded in 2002 by Jeff Cohen, who built the company's reputation for personalized, relationship-driven representation and who mentored Skall from the early days of her career. Following his passing, Skall has carried that legacy forward — furthering MMG's growth into a nationally recognized management company representing models, actors, creators, influencers, athletes, celebrities, and public figures, with licensed operations across the South and Southeast and a growing network of relationships with brands, production companies, casting professionals, advertising agencies, and entertainment partners.

As part of the acquisition, Skall also assumes ownership of International Talent Agency (ITA), MMG's California-licensed talent agency. As a licensed Talent Agent in the State of California, Skall plans to further develop ITA, expanding opportunities for clients throughout California and



Aviva Skall, MMG President & CEO (as pictured in "MMG ICONS — The Icons Behind The Agency" | Supermodels Unlimited Magazine | 25th Anniversary Issue 2025 | Photographer: Michael Webber)

other key entertainment markets.

Skall's recent honors include the 2024 Talent Manager of the Year award, presented by the International Presentation of Performers; recognition as one of the 2024 100 Women to KNOW in America, presented by JPMorgan Chase; and recognition among the 2026 50 Women to Know in New York.

"For nearly twenty years, MMG has been far more than the place I've built my career — it's the company Jeff and I built together, and our staff, talent and clients are family," said Aviva Skall, Owner, President and Chief Executive Officer of MMG and International Talent Agency. "It is an incredible privilege to carry forward everything Jeff created while investing in the future of our team, our clients, and the extraordinary talent who have trusted us with their careers throughout the years."

Skall continued:

"The entertainment industry has evolved dramatically, and strong representation means management that is willing to evolve alongside it. Today's talent need more than just someone to handle negotiations — they need strategic guidance, thoughtful career planning, meaningful partnerships, and a team that understands how every opportunity contributes to their long-term success. That philosophy has guided MMG since its inception, and it will continue to shape where we're headed next. Our

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This next chapter isn't about changing who we are—it's about building on the foundation Jeff gave us while continuing to evolve with our industry."

Aviva Skall, Owner, President & CEO, MMG and ITA

biggest strength is treating our talent like partners, which means letting them retain ownership over their careers while providing optimal guidance, and doing so while keeping their best interests at heart. With that in mind, our goal is to build an institution that will thrive for generations — one grounded in strong leadership and shared purpose."

While model, talent and celebrity management remains the foundation of the company, MMG is deepening its existing celebrity representation and brand partnership

relationships while expanding into several new growth areas, including:

- Expanded creator management
- Social media management



MMG Senior Director Talia Perregaux, President & CEO Aviva Skall, and Creative Director Jordan Molloy attend MMG's Annual NYFW Kickoff Event in NYC | 2026

- Licensing and business ventures
- Live appearances and experiential marketing
- Public relations and strategic communications
- Digital media and emerging entertainment opportunities
- Expanded commercial and voiceover bookings

Internally, the company is making concerted efforts to improve operational and technological efficiency to further support its strategic initiatives.

Looking forward, MMG plans to introduce Lioness Collective, a strategic advisory and brand consulting division designed to complement the company's core management business by offering expanded services in branding, communications, business development, and long-term growth strategy for talent, brands, and entrepreneurs.

MMG is proud to be a woman-owned-and-operated business.

Supporting MMG's next chapter is an experienced executive leadership team whose combined industry experience exceeds 100 years and spans talent management, operations, creative direction, booking, negotiation, administration, and client services:

Aviva Skall – Owner, President & Chief Executive Officer

Talia Perregaux – Senior Director

Summer Hoffman – Director of Operations

Jordan Molloy – Creative Director

Alana Samuals – Director of Booking

Jolie Bergeron – Administrative Director

This long-tenured leadership team is supported by a broader roster of dedicated industry professionals across MMG's offices, including Morgan Peterson, Kristin McManus, Alexandra Miele, Lindsey Schroeder, Gina Monforte, Ilia Arcery, and Grace Byrd, as well as a national network of partners and scouts—together driving MMG's next chapter.

“Our greatest strength has always been our people,” Skall said. “We've built an exceptional team



MMG staff, partners and friends celebrate NYFW and MMG ICONS Feature (Pictured: Kristin McManus, Lindsey Schroeder, Michael Webber, Alex Miele, Marc Passera, Aviva Skall, Talia Perregaux, Jordan Molloy, Tania Nikic, Allison Campbell, Grace Byrd and Jolie Bergeron)

that shares a commitment to integrity, personalized representation, and long-term relationships. This next chapter isn't about changing who we are — it's about building on the foundation Jeff gave us while continuing to evolve with our industry.”

As MMG approaches its 25th anniversary next June, the company remains focused on strengthening its position as one of the country's premier independent talent management companies while creating new opportunities for the clients, brands, and partners it represents.

About MMG Model, Talent & Celebrity Management

Founded in 2002, MMG Model, Talent & Celebrity Management is a nationally recognized talent management company representing models, actors, creators, influencers, athletes, celebrities, and public figures. Headquartered in New York, MMG maintains licensed operations throughout the South and Southeast, facilitates placements internationally, and serves clients across the fashion, commercial, entertainment, lifestyle, and digital media industries.

About International Talent Agency (ITA)

International Talent Agency (ITA) is a California-licensed talent agency, supporting opportunities for clients throughout California and the broader entertainment marketplace.

Note to Editors: MMG is also actively engineering a brand refresh, including rolling out company merchandise ahead of this season's fashion week. Details are available at nymmg.com/pages/shop.

MMG Media

MMG

+1 212-253-8353

info@nymmg.com

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