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# Broadcast

## Jonathan Shalit's agency bids to disrupt comedy market

4 August, 2015 | By [Jake Kanter](#)



Jonathan Shalit's talent agency Roar Global is to expand into comedy as it bids to break up the dominance of Avalon Entertainment and Off The Kerb Productions.

Roar Comedy will launch next month and will be led by Corrie McGuire, the managing director of Objective Productions' talent management arm Objective Talent.

She will join Roar in September after a period of gardening leave.

Shalit said: "Avalon and Off The Kerb have dominated this agency sector for too long and it is time for a major new player in the market who has the resource to challenge the old guard."

McGuire (pictured, centre) has been with Objective since 2007, working with stars including Derren Brown and Katherine Mills.

She is also part of the team behind *Spank!*, the late night show at the Edinburgh Festival Fringe that has run for 12 years, where she has produced talent including Tim Minchin, Al Murray and Russell Brand.

Stuart Piper (pictured, left), the managing director of Roar label Cole Kitchenn, will become a director at Roar Comedy. He produced 2009 stage comedy *New Boy*, which starred Mel Giedroyc, and 2008's *Lifecoach* with Phill Jupitus.

Roar's existing talent roster includes Myleene Klass, Katherine Jenkins, Kelly Brook and Vinnie Jones.

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