

Kevin Lee (Coach K) is the COO of Quality Control Music, based in Atlanta. Kevin Lee's childhood friend, Atlanta Hawks forward Al Henderson, was starting a record label and wanted him to run the A&R department. He went on to start managing Pastor Troy and established himself as the premier tastemaker who could take regional artists and repackage them for a wider audience. In the 2000s, Lee began managing two of hip hop's biggest acts, Young Jeezy and Gucci Mane. Under his watch Young Jeezy earned two No. 1 albums on the Billboard 200 (2006's *The Inspiration* and 2008's *The Recession*), and Gucci Mane peaked at No. 2 on Billboard's Rap Albums chart with 2011's *The Return of Mr. Zone 6*. In 2013, alongside his partner Pierre "Pee" Thomas, they formed [Quality Control Music](#) and had a deal with 300 Entertainment. Through Quality Control, Kevin Lee has been able to guide the careers of acts such as Migos and Lil Yachty. When Migos' 2015 debut album, *Yung Rich Nation*, was released, Offset was in jail for violating the probation he had received for burglary and theft convictions. In 2015, they forged a co-venture with Motown. There had been a revolution in hip-hop, and the people have spoken: Hip Hop/R&B is now the dominant genre in the U.S. for the very first time. While it's not surprising that factors like streaming altered the music business, it is also true this genre has a power like never.