

Billboard's 2018 R&B/Hip-Hop 100 Power Players Revealed



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Quality Control's Pierre "Pee" Thomas and Kevin "Coach K" Lee, the duo behind [Migos](#) and [Lil Baby](#), lead Billboard's annual list of the top 100 executives and creatives who have made R&B and hip-hop the hottest genres on earth. To see how we chose this year's R&B/Hip-Hop Power Players list, scroll to the bottom of this page. See who made last year's inaugural Hip-Hop Power Players list [here](#).

EXECUTIVES OF THE YEAR

Dressed for work in a white T-shirt and black pants, Pierre "Pee" Thomas hunches over his cellphone in the bunker-like Atlanta headquarters of Quality Control Music. "We're into something real deep right now," he says as he scrolls through Apple Music's list of top 100 songs while Kevin "Coach K" Lee, fresh from the barber, reclines in his office chair.

Thomas is searching for a song on the list that doesn't qualify as hip-hop. He names two, [Maroon 5](#)'s "Girls Like You" and [Ella Mai](#)'s "Boo'd Up," but both feature rappers associated with the homegrown label they founded and run, Thomas as CEO and Lee as COO. "Girls Like You" guest stars [Cardi B](#), whom the two say is the first client of a new consulting company they have formed, and a remix of "Boo'd Up" with a cameo by Quavo of Quality Control flagship act [Migos](#) helped propel Mai to the top of *Billboard*'s [Mainstream R&B/Hip-Hop Airplay](#) chart in July.

"How is hip-hop running the world right now?" asks a poker-faced Thomas, evoking a chuckle from Lee. They are fully aware that Quality Control and its major-label partner, Capitol Records, are on the front lines of that takeover.