



## Shari Spiro Bio

Shari Spiro is the CEO and founder of Ad Magic Games, the largest and most successful independent printer in the US of tabletop games, including the wildly popular Cards Against Humanity, and other customized playing cards and board games.

Shari manages a staff of 10 employees, and oversees the larger clients at Ad Magic. Shari also heads procedural development and implementation, and is the lead on all international customs, logistics, fulfillment services, manufacturing operations and partnerships. Shari manages all marketing decisions, long-range planning, investments, public relations, social media campaigns, promotional trade shows, and more.

Since its launch in 1998, Ad Magic has manufactured and printed cards, customized poker chips and board games for such household names and brands like: HBO, A&E, Delta Airlines, *The Wall Street Journal*, *New York Magazine*, Applebees, *National Geographic*, McDonalds, Symantec, Ford, Garth Brooks, Steve Miller Band, Lollapalooza, Wells Fargo, Walt Disney, NBC Heads Up Poker, NPR's This American Life, Air BnB, Linked In, ABC Family, Crown Royal, Game of Thrones, The Chippendales, The Wynn in Vegas, The Luxor Hotel in Vegas, Tom Hanks, and even the CIA.

Prior to Ad Magic, Shari worked at Secur Image from 1986 - 1989, a leader in printed sheet-fed vinyl credit cards and plastic specialties, where her clients included Russ Berrie, American Express, Herff Jones Yearbooks, and NYNEX Telephone. While there, Shari was the Customer Service Manager with a specialty in holographic applications.

Shari also has a background in radio, music, and television. In college, she worked at the PBS station in Chapel Hill and worked in production. She was also the news director of the radio station, and ran an open mic night on campus.

Shari is a New Jersey native, and attended The University of North Carolina, Chapel Hill. Shari belongs to the Executive Women of New Jersey and Netcong Community Partnership. In her spare time, Shari writes, plays and records music. On December 15, 2014, she released a song entitled, "I Believe in Christmastime." Shari wrote the song and her daughter Jenni performed it. The song was recorded in Nashville with some of today's top recording musicians, including Stevie Nick's drummer and Lady Antebellum's keyboard player.

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