

Greg Schwem

Corporate Humorist

Greg Schwem's comedic take on the 21st century workplace and work/life balance has landed him on SIRIUS Radio, FOX News, Comedy Central, and the pages of *Parents Magazine*. More than just a business humorist, Greg is also an author, nationally-syndicated humor columnist, award-winning greeting card writer, and creator of funnydadinc, voted one of the top Dad humor sites of 2016. His recent business travels have resulted in a hilarious web series, *A Comedian Walks Into an AirBNB*.

A graduate of Northwestern University's prestigious Medill School of Journalism, Greg never envisioned a career in laughter. Instead, he settled in Florida, becoming an award-winning reporter for NBC-owned WPTV in West Palm Beach. But the comedy bug bit Greg hard and he returned to his hometown of Chicago, where he honed his standup act in nightclubs. When he began inserting material about business and technology into his act, audience members approached him and said, "You really should come down to my office and tell those jokes." Behold! A new approach to comedy was born.

Greg's two keynotes—"Work, Laugh, Repeat" and "Rock, Roll & Laugh Your Way to the Top"—provide hilarious looks at today's corporate environment and the latest tools used to conduct business. Indeed, Greg's client list includes such corporate heavyweights as **McDonald's, Microsoft, General Motors, IBM, Hyatt Hotels, United Airlines, and Cisco Systems**. What sets Greg apart from other corporate entertainers is his ability—and willingness—to customize material for his audience while working within the parameters of the corporate environment. That means no profanity or politically incorrect material. "That's never been a part of my show anyway," Greg recently told a reporter.

When Greg hits the stage he already has perused the company's Internet site, combed the internal message boards and even sifted through numerous PowerPoint presentations. "There is no such thing as too much information," Greg says. "I know corporate audiences like to laugh at themselves so the more ammunition I get, the funnier it will be. Just don't give me a 10-K report. There is NOTHING funny about that."

Greg's preparation always includes a conference call with company executives and, in some cases, an onsite visit.

Customized Material From Past Shows

John Hancock: You sell the U.S. Global Leader Growth Fund. Is there a U.S. Regional Follower Growth Fund as well?

Michigan Realtors Association: Your organization has been around since 1915? What kind of sessions did realtors attend at the 1915 convention? "The do's and don'ts of selling that log cabin!"

Campbell's Soup: You make "premium organic" baby food? Don't you realize that, after the baby eats your incredibly healthy food, he's gonna grab a fistful of the cat's hair and eat that too?

Besides customized material, Greg entertains audiences with stories about tedious business meetings, SmartPhone addiction, "frequently" asked questions and his fascination with the American Girl Doll company. In addition to his hefty speaking schedule, Greg writes a weekly humor column nationally distributed by Tribune Content Agency. He also is the author of the books, *Text Me If You're Breathing: Observations, Frustrations and Life Lessons From a Low-Tech Dad* and *The Road to Success Goes Through the Salad Bar: A Pile of BS (Business Stories) From a Corporate Comedian*.