

## Bill Herz

Professional Magician; Started Own Magic Company

For the last 20 years, Bill Herz has been wowing audiences of all kinds and all sizes around the world. From Fortune 500 companies to lavish private affairs, he has decades of experience transforming typical meetings and gatherings into events that will stay memorable forever.

At an age when most kids were reading comic books, Herz was learning to shuffle a deck of cards with one hand. Today he is regarded as one of the most entertaining corporate magicians in the world. He started Magicorp in 1987 to handle the ever-increasing demand for his performing expertise and special event know-how.

Except for taking a little time out to earn a bachelor's degree from Amherst College and a masters degree from Cornell University, Herz has spent the past 20 years performing at corporate events.

He currently performs at more than 200 corporate events each year and also teaches executives their own meeting magic. His unique mix of comedy and magic has been applauded at corporate functions throughout the U.S., Canada, Mexico, Europe, China, India, and Thailand, and he has been featured in the *New York Times*, *Forbes*, the *Wall Street Journal*, *Fortune*, *Crain's*, *Daily News*, and many others. Audiences walk away energized and upbeat with strategies and ice-breakers for helping out with that next cold call or client meeting. Herz is also the perfect host or master of ceremonies at large or small events, intimate gatherings, trade shows and expos. His repertoire runs from close-up sleight-of-hand to large-scale illusions where audience members float or a CEO appears out of thin air.

He is a two-time winner of the International Magical Performers Award. As a theatrical consultant, he designs and creates special effects for Broadway shows, major motion pictures, and television commercials, as well as industrial and training videos. Herz is also the author of *Secrets of the Astonishing Executive*.

His performances are always custom-tailored to his audience in order to meet their needs or support an organization's meeting theme and goals. Whether performing during a meeting, entertaining clients after dinner, or astonishing guests at a cocktail party with his sleight of hand, Bill Herz always integrates audience participation, humor, and his unforgettable wizardry to ensure an event is truly special.