

# GREG SCHWEM

*Chicago Magazine* calls Greg Schwem “America’s favorite corporate funnyman.” The *Chicago Tribune* proclaimed Greg “king of the hill” in the growing world of corporate comedy. Indeed, Greg’s client list includes such corporate heavyweights as **McDonald’s, Microsoft, Motorola, IBM, Verizon Wireless, United Airlines** and **Cisco Systems**. If your company or association wants to laugh at today’s fast-paced business world, look no further than Greg Schwem and “Comedy With a Byte.”

A graduate of Northwestern University’s prestigious Medill School of Journalism, Greg never envisioned a career in comedy. 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 act in clubs. When he began inserting material about business and technology into his nightclub act, audience members approached him and said, “you really should come down to my office and tell those jokes.” Behold! Comedy With a Byte was born.

Greg’s show provides a hilarious look at today’s corporate environment and the latest tools used to conduct business. What sets Greg apart from other corporate comedians is his ability – and willingness – to customize material for his audience. 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 on-site visit. The personal touch strikes a chord with clients. “The fact that you came up to our facility beforehand to get a feel for our culture and how we operated proved to be very beneficial,” said Skyline Display Sales VP Bill Dierberger. “I have never seen some of our corporate folks laugh as hard as they did.”

After a performance at the MultiFamily Educational Conference, Marketing Director R. Leigh Curry said, “My sides actually hurt by the end of your performance. Based on the feedback I received from other attendees in the audience, it was a mutual feeling.”

Some customized material from past shows:

For Citrix Systems: *I just looked at your breakout list. You’ve scheduled ‘Advanced Dial Plan Design’ AND ‘Troubleshooting Cisco Unified Call Manager and Call Manager Express’ in the same day? Ladies and gentlemen, spread the FUN out!*

For the Society of Actuaries: *You use something called “Generally Accepted Accounting Principles.” Generally accepted? Does that mean you can fudge once in awhile? Try giving your kids a generally accepted curfew of midnight and see what time they come home!*

Besides customized material, Greg entertains audiences with stories about tedious business meetings, Blackberry addiction, “frequently” asked questions and his embarrassing experience with the American Girl Doll company.

Today Greg performs close to 100 corporate dates a year. In addition to corporate stand-up comedy, Greg emcees multi-day events and writes custom videos for clients. Back home Greg coaches softball for daughter Natalie, 11, and cleans up after daughter Amy, six. In his precious spare time, he enjoys tennis, golf and any music from the Counting Crows, Coldplay and Death Cab for Cutie.