

## Successful Scaling: The Shari Spiro Story

The founder and CEO of Ad Magic talks working with Cards Against Humanity, creating a worldwide supply chain service and singing in a blues band.

By Brendan Menapace

Print & Promo Marketing's ongoing feature series, Executive Perspectives, tells the personal entrepreneurial stories of leading professionals in the print and promotional products industry. This month, Ad Magic (asi/105162) CEO/founder Shari Spiro shares her industry journey.

### PPM: How did you get started in this industry?

**Shari Spiro:** I began when I worked with a company called Secur-Image technologies, which printed major credit cards and created full-faced holographic credit cards for NY Telephone (NYNEX). This was where I learned about printing, die cutting, holographic origination, foil stamping, film lamination, silk screening, typesetting, art layout and fulfillment. When the company went out of business, I launched what would become Ad Magic (asi/105162), a promo distributor that has specialized in manufacturing unusual items for clients. We've branched out into four divisions to create a complete worldwide supply chain service.

When the party game company Cards Against Humanity called in 2010, that put me on the path to our current supply chain service. As the card game grew and required large scale manufacturing and global distribution, I learned about importing/exporting, and eventually developed our own in-house freight team. We began to supply mass market stores like Target, Walmart and Amazon, and to publish and distribute nationally and internationally. Other in-house services we offer include Kickstarter and Shopify fulfillment for client stores and kitting.

### PPM: How do you set goals for yourself and for your business?

**SS:** I try to set realistic daily, weekly, monthly and yearly goals. I find that breaking them down into realistic time frames helps get them accomplished.

### PPM: How's the current economy affecting the industry?

**SS:** Even though we find ourselves in an exceptionally unique time with the tariff wars going on, the American entrepreneurial spirit seems to remain – for the most part – largely unaffected. Optimistic



Shari Spiro, Ad Magic (asi/105162)

and creative people are continually coming up with ideas for products – both promotional and retail-oriented – and requests for quotes are coming in daily.

### PPM: What are some of the biggest changes/challenges the industry will face?

**SS:** Manufacturing in America. We're fortunate to own our own manufacturing facility in the Northwest U.S., so we're launching Imagics Promo (asi/78824) to ramp up offerings and diversify the promo products we can make with our in-house machinery and our experienced team of custom product artisans. Imagics Promo's specialty is custom-printed small runs of tabletop games, but the team can also make door hangers, custom card decks, ornaments, unique award items and mailers.

### PPM: What keeps you up at night?

**SS:** A good audiobook will keep me up far longer than anticipated.

### PPM: What's the most exciting thing your company is doing right now?

**SS:** The recent launch of our overarching brand, OOMPH (oomphsupplychain.com) is extremely exciting. It pulls together 35 years and four divisions to provide a comprehensive supply chain for creatives, buyers, influencers, corporate promoters and others who require a complete solution from design and manufacturing to worldwide fulfillment.

### PPM: What would people be surprised to learn about you?

**SS:** I collect vintage marbles, I'm an intermediate skier and also an avid musician/songwriter. I play bass and sing in a blues band called The Hounds of Blues.