



Shari Spiro Bio

Shari Spiro is the CEO and founder of AdMagic Games, one of the largest independent printers of tabletop games in the US, including the wildly popular Cards Against Humanity and Exploding Kittens, and other customized playing cards and board games. Shari is also the CEO and founder of Breaking Games, an award-winning game publisher and manufacturer. In less than two years since its 2015 launch, Breaking Games has games on Target store shelves, games that are recognized by Mensa International, and is responsible for the launch of dozens of critically acclaimed tabletop games.

Shari manages a staff of nearly 15 employees, and oversees the larger clients at both AdMagic and Breaking Games. 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.

Prior to Breaking Games and 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.

In 2016, Shari was awarded the illustrious EY (Ernst & Young) Entrepreneur of the Year 2016 in New Jersey. In addition, she belongs to the Executive Women of New Jersey and Netcong Community Partnership. 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.