



MICHAEL ZIEGFELD

The Ziegfeld Company Incorporated

"My first 'kid job' was a waiter at Bennigan's. The thing about Bennigan's is, the clientele thinks they are at the Tavern on the Green. A lady wanted details about the Fish of the Day, mahi-mahi, which I knew nothing about. So I replied, 'Well ... Pepe was a good fish. He was born off the coast of Guatemala and was excellent in school.' I thought it was hilarious ... she asked for the manager."

It is that playful brain and strategically filtered mouth that paved the way...

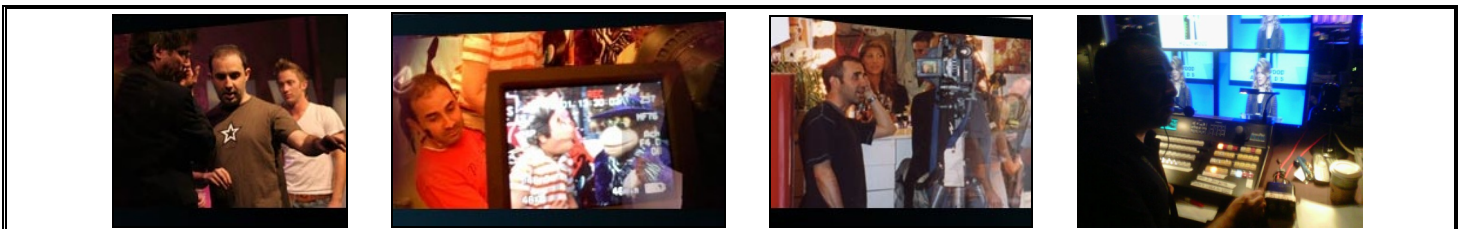
A 20-year performance resume provided this Director with a palette of experience that caters to the Talent's "process" (See www.MichaelZiegfeld.com), and a producing resume that successfully keeps a tight, on budget schedule along with a happy, creative, invested crew. (See www.TheZiegfeldCompany.com).

At age 16 he began in local television and radio production in the country's 4th largest market of Philadelphia at **WPHL-TV** for the local, *Dancin' On Air* and national sister show *Dance Party USA* on the **USA Network** after convincing high school officials to excuse him from elective courses. Then landing a job at **WCAU - CBS** NewsTalk Radio's PR/Marketing Department after he was the only one to venture out in the worst blizzard of the decade and before graduating high school was then hired at NBC o/o station **KYW-TV** working along side Ed Glavin (*The Ellen DeGeneres Show*), Ray Murray (*Trading Spaces*) and Glen Davish (*The View*) opening the door to programming formats of News, Live, Talk, Telethon, Parade, Magazine, & Late Night in pre and post production, writing and media & talent relations. Recent Clients & Credits include: **NBC's World's Greatest Magicians, Siegfried & Roy, The Jim Henson Company, The Michael Jackson 30th Anniversary Special, Club Med Campaign, Global Industries, Texas Instruments, Health South, The Miss America Association, Dick Clark Productions, Anheiser-Busch International, Oxygen's "Heel Me", "Phyllis Hyman: A Tribute to Life & Song" Live at the Apollo & 2010 LG Phone Campaign.** ZIGCO and his production services - sister company, NBTV (www.nbtvinc.com) specialize in product life on the network as well as through digital media.

The last 15 years he has conceived, produced, written and/or directed countless stage shows with casts of 5 to 50 performing to audiences of 30 to 3,000 in Las Vegas, Atlantic City, Bermuda, Biloxi, Monte Carlo for clients like **Barry Manilow, The Friars Roasts, Sheilds & Yarnell, Clint Homes, Eddie Bruce, Wayne Newton, David Gest, Liza Minnelli, Jai Rodriguez, Chubby Checker, Coca-Cola, The Philadelphia 4th of July Spectacular**, house director to the Beverly Hilton Golden Globes Ballroom & more.

In addition to original productions, he also created cross promotions & brought international licensing to the live stage with shows like **Ripley's Believe It or Not®** and **Soul Train®**, creating a PR, advertising and merchandising product unsurpassed by competing properties.

Producing, directing, casting, talent relations, promotions & public relations ... Michael Ziegfeld's formula is a unique, creative, and layered sensibility that infuses a spectrum of genres to projects transcending stage, screen and print mediums.



"He is a great director. He knows how to get the Talent to where they need to be in their performance quickly, while making the crew feel invested and appeasing the Execs. It's rare." - John Burke, CBS STUDIOS

"He is a producer that is on time and on budget. Who doesn't like that?" - Rob Robertson, NEW WORLD STAGES

wwwTheZiegfeldCompany.com