



The Business of Astonishment: Simon Mandal's Unusual Path to Success

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Simon Mandal has an unusual career—even for a magician. Mandal specializes in the high-stakes world of corporate entertainment. According to Harvard Business Review, US companies host roughly 1.8 million events per year. When companies want to ensure these events go well, they hire specialized entertainers like Mandal.

Last Monday, Mandal entertained 1,500 salespeople in NYC, a short drive from his home in NJ. By Wednesday, he was dazzling lawyers at a conference in Las Vegas. On Friday, he drew gasps of astonishment from executives in Miami.

Over the past 17 years, Mandal has performed at over 2,000 corporate events, primarily in finance, tech, and healthcare. His clients are a mix of corporate giants like Samsung, Chase, and Merck, and successful privately held businesses. But his career didn't start at the top.

"I was a starving artist throughout my 20s," Mandal recalled, "but I loved the work. I practiced obsessively and performed as if every audience was the most important one in the world." In the spring of 2008, Mandal stepped on stage for what he thought would be just another show. He didn't know that his years of struggle were about to pay off.

The Big Break

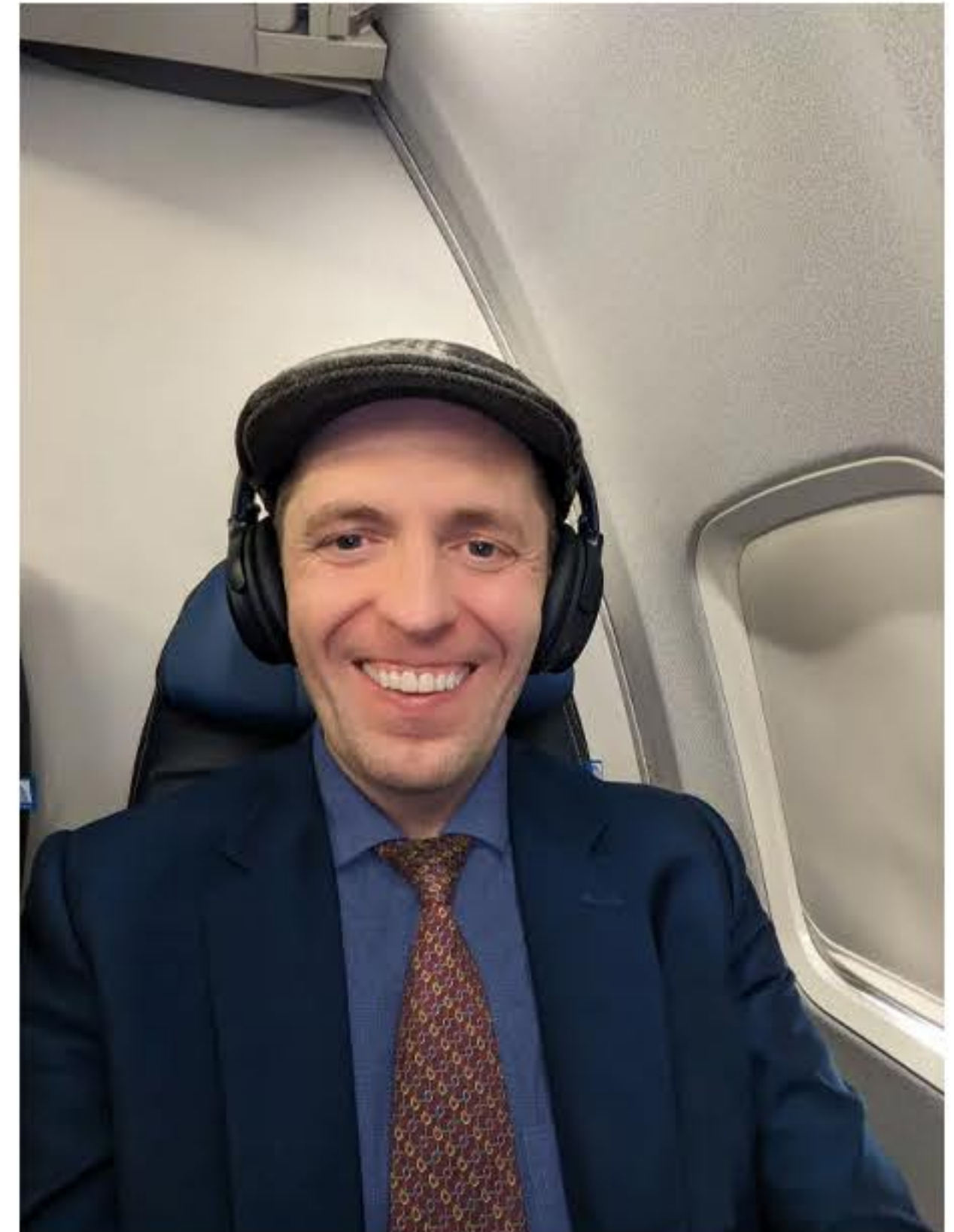
After the show, a guest approached him and asked,

"Would you be interested in performing at my corporate retreat?"

"Sure," Mandal replied, "can you tell me a bit about your company?"

The guest smiled and said three words that would change Mandal's life: "We are Google."

That event put Mandal in front of over 1,500 employees, and he had his first long-term corporate client.



Mandal flying from a stage show at a tech conference to do close up magic for a law firm



Mandal entertains 800 sales people in Manhattan

Building a Business with Magic

Over time, the word spread—from one department to another, and from one company to the next. Soon, tech firms, financial institutions, and healthcare organizations were flying Mandal around the country to perform.

But Mandal didn't rely on momentum. He studied sales and marketing in his spare time, learning how to scale a service-based entertainment company. "The best course was called Showbiz Blueprint. It's like an MBA in corporate entertainment."

The Secret to Corporate Magic

"The trick is to take each client's unique goals and use entertainment to help them get what they want," Mandal explained. "That can mean using their product in a custom illusion, doing mentalism tailored to the industry, or bonding teams with an interactive experience."

Each event gets its own customized blend of mentalism, stage illusions, mingling magic and HR-friendly comedy, but Mandal sees his job as more than just entertainment:

"My job is to connect people, create memories, and make my clients look like heroes to their bosses."



Mandal (in hat) entertains at a conference in Las Vegas.

The Real Secret to Success

So, what's the real magic behind Mandal's success?

"My parents, friends, mentors, and fans. I love you all. And most of all, my wife, Ruth. If you have love, you have everything. She's an amazing, brilliant, wonderful person. I would not have had the courage to push through the early struggles without her telling me I could do it."

A True Original in His Industry

Simon Mandal is more than a magician—he's a master of engagement, psychology, and corporate entertainment. His performances are customized, unforgettable, and deliver tangible value to companies.

Want to make your company's next event an unforgettable success? Let Simon Mandal work his magic. Learn more at www.theSimonShow.com.