

WILLIAM R. SCHERMERHORN

BIO

Bill Schermerhorn is no stranger to large-scale, theatrical events on a national level. As VP/Creative Director of Macy's Parade & Entertainment Group, Bill has the opportunity to promote the Macy's brand in a truly unique and exhilarating way: For nearly three decades, Bill has brought his vision to the world-famous Macy's Thanksgiving Day Parade and America's largest Independence Day pyrotechnic display, the awe-inspiring Macy's 4th of July Fireworks. From the initial concept through the development and staging process, Bill leads the creative team responsible for producing these world-class events and numerous other Macy's productions.

In addition to revising countless parade line-up revisions, avoiding agents, embracing publicists and praying that at the end of "three...two...one!" *something* happens, Bill has written the book and lyrics for several musical endeavors and has created original material for performers as diverse as Julie Andrews, Harvey Fierstein, Walter Cronkite, Deborah Voigt and the Clique Girlz. He received a 2009 "Outstanding Original Song" Daytime Emmy nomination (lyrics) for the Christmas song "I Believe," which was first performed by Kermit the Frog. Other recent projects include a musical puppet theatre production of *Miracle on 34th Street... at Macy's* with music by Macy's Associate Creative Director Wesley Whatley and featuring the voices of an all-star Broadway cast led by Tony Award winners Brian Stokes Mitchell and Victoria Clark; and the premiere of *American River Suite*, a five piece musical tone poem, with music by Tony award-winning composer Stephen Flaherty, which debuted at Carnegie Hall with Broadway and recording artists Idina Menzel, Anika Noni Rose and the New York Pops. Other song-writing collaborators include Brian Besterman, Mary Ehlinger, Michael Feinstein, Lance Horne and Andrew Lippa.

Bill served as Artistic Director/Script Writer for *Broadway on Broadway* (1996) and *Stars in the Alley*, and he produced a show for recording legend Darlene Love and the US Air Force Band of Liberty as part of the 32nd Annual Dorothy Curran Wednesday Evening Concert Series on Boston's City Hall Plaza. In August 2010, the Americana revue *Free to Dream: The Songs of Katsaros & Schermerhorn* will debut at Joe's Pub in New York City. Bill has been a member of the New York Pops spring gala committee for the last three years and served as gala co-chair in 2009 and 2010. He is a member of The Dramatists Guild, Inc. Bill is a proud graduate of the College of William & Mary with a BA in History and serves on the National Advisory Council of the Colonial Williamsburg Foundation. He was born on the 4th of July.

Bill and his partner Dan Dutcher reside in New York City.

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