

# ComedyChick News



## Bottom line: Humor helps

By doubling as comedian, executive gains an edge in her presentations

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As a problem child, Nancy Sepulveda was destined to grow up and enter one of two fields: marketing or standup comedy.

Instead, she is choosing both.

By day, she is a marketing executive with FreeEdu.com, which offers online courses in computers and management. At night, she is an amateur comedian stepping before the spotlight of dark comedy clubs to joke about men, the Internet and single-women TV shows such as "Sex and the City."

"I call them, 'Tramps with Stock Options,'" she says.

Growing up in a family of seven in Jersey City, Sepulveda earned good grades on her report card but faltered in the "habits and attitude" section.

"This is where the teacher would always write, 'She needs to control her talking,'" Sepulveda says. "Her class clowning is disruptive."

Sepulveda (pronounced sep- YULE-veeda) is among those business executives who view comedy as disruptive in a good way. Experts say the right measure of humor at the proper time can liven up a first meeting or electrify a presentation that ultimately leads to a sale.

"People love business folks who are funny and possess a good sense of humor," says Cherie Kerr, a speaking coach based in Santa Ana, Calif. "It portends confidence and a great sense of self-esteem."

Executives don't compromise their credibility or stature when they use humor as long as they pick their moments to pepper a presentation or dinner chatter with