

## FAST TALK

> Business of Broadway

**Amanda Lipitz**

> Producer

**AMANDA LIPITZ  
PRODUCTIONS**

> NEW YORK, NEW YORK

### The Prodigy

**AMANDA LIPITZ, 28,** became the youngest producer on Broadway in 2005 when she raised \$1.3 million to help open the musical *Dirty Rotten Scoundrels*. She followed up by coproducing *Legally Blonde: The Musical*, securing sponsorship from Apple, Pottery Barn Teen, and Tiffany & Co.

"No one invests in Broadway thinking they are going to get rich. But if you hit with the right show, it's an unending well of money that never stops. Many people don't know *Phantom of the Opera* is the highest-grossing entertainment venture of all time, surpassing *Star Wars*.

I recently executive-produced a *Legally Blonde* reality series for MTV. I thought it was important to venture into TV because of the potential it has to get more young people excited about Broadway and ultimately going to our show. I used to find it difficult to always be the youngest producer in the room, but then I realized that Broadway needs my perspective. There has to be someone who doesn't turn up her nose if Clay Aiken does *Spamalot*."