

People

Repertoire in Reverse: KPMG's Viral Pianist Plays it Backwards

7:46 AM ET, March 20, 2015



Recommended 65 times

For **Jason Lyle Black**, sibling *revelry* is backwards, musical, and viral.

The Salt Lake City Audit senior associate's video of a musical mash-up mixed with a tug-of-war garnered more than a million YouTube views in a little over a week – the ultimate backhanded compliment.

"One of my piano idols is (famous Danish comedian and pianist) Victor Borge, so I was looking for the next great idea when I developed a backwards-playing act for my high school talent show. And it just kept going from there," says Black, who began tickling the ivories at the age of eight.

A Chill 'Frozen'

His arrangement of the "Frozen" soundtrack, performed by competitive – and later, cooperative – fictional siblings, is growing by viral leaps and bounds. But it's not his first foray into the YouTube world. The current video is his 70th, showcasing a musical talent blessed with an uncanny ability to dominate the keyboard – even when he can't see it.



Black and his on-camera "sister," Sara, get behind their music. Click to watch.

"Some people get their fifth or sixth or tenth video to go super viral. I felt I had the potential to do something really big, so I've done 70 so far. I'm inspired by entrepreneurs who keep going, even if it takes 100 times," smiles Black.

Virtual Siblings

The 27-year-old and his 12-year-old co-star hatched their latest production after they met through a friend who warned that Black "might have some competition" at the backward game.

"We connected over our love of piano and YouTube and I thought it was pretty funny that we honestly looked like we were separated at birth and we can both play behind our backs. That inspired our story of two siblings who initially fight over the piano and then get together and *kill it* at the end," says Black.

Black's trademark flexibility previously earned a spot on Ellen DeGeneres' daytime TV show. He has also been featured in the [Huffington Post](#), [Seventeen magazine](#), local Salt Lake City media, and has also been seen on CNN and Japanese television.

Ironically, his initial 2010 performance for Ellen was scheduled precisely at the time set for his first KPMG summer internship interview (which was changed).

"I was looking at the Big Four and some of the others were concerned about whether they should interview me. KPMG had the opposite reaction. I knew from that response that this firm was more focused on people," recalls Black.

The Brigham Young University graduate now entertains at firm recruiting and client events, and has played with members of the musical group [The Piano Guys](#).

All Work and Some Play

Throughout, Portland Audit Partner **Andrew Corrigan** calls Black "just as really good at his day job" as he is at his weekend gigs.

"His combination of amazing raw talent and the fact that he's having a whale of a good time makes his performances contagious," says Corrigan.

As for his next video, Black is hoping to get Taylor Swift to join him. Failing that (which is assured, since he won't really ask), "the dueling siblings storyline is here to stay," he says.

Written by Sue Treiman



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