

Peter H. Schwarz

Small Business General Manager | Finance & Operations

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PROFILE

A problem-solving general manager and financial strategist for owner-operated businesses — with 15+ years combining the analytical foundation of an MBA and the street-level instincts of a seasoned small business operator. Proven track record of tripling revenues through strategic diversification, restoring legacy businesses to sustained profitability, and building the financial systems that support long-term growth. Deep experience in mature and creative industries, partnering closely with ownership to stabilize operations, strengthen financial fundamentals, and unlock new opportunities.

CORE COMPETENCIES

Cash Flow & Working Capital Management · Break-Even & Profitability Analysis · Revenue Development & Diversification · Budgeting & Financial Controls · Debt Restructuring & Access to Capital · Process Improvement & Margin Optimization · Private Equity & Investor Relations · Strategic Planning & Market Research · Operational Problem-Solving

PROFESSIONAL EXPERIENCE

Cramden Coach Corporation | Austin, Texas | 2001–2015

General Manager

Senior executive over all finance and operations for a five-unit, 18-person S-Corp built around a ten-time GRAMMY-winning music enterprise.

- Tripled gross revenues through strategic diversification and proprietary financial evaluation tools, enabling partnerships including The Ray Benson Roadhouse and a GRAMMY-winning album.
- Restored profitability through full financial restructuring — cutting turnover, resolving liabilities, and aligning cash flows — achieving 11% compound annual payroll growth.
- Raised \$400K+ in private equity and secured \$1M+ in corporate underwriting, including a 19-city touring production that sold 70,000 tickets.
- Managed commercial relationships with Fortune 500 clients including AT&T, ChevronUSA, Southwest Airlines, and Suzuki Motors USA.

Sound Music Cities | Austin, Texas | 2017–2024

Co-Founder / Data Designer

Co-founded the leading U.S. music ecosystem consultancy — surveying 35,000+ industry participants across 17 cities and delivering strategic recommendations to municipal leaders nationwide.

EDUCATION

University of Texas at Austin — McCombs School of Business

Master of Business Administration, 2001 | Concentration: Entrepreneurship & Marketing

Harvard College

Bachelor of Arts, cum laude, 1991 | Social Anthropology

INDUSTRY & COMMUNITY

Researched and presented long term music industry strategy to City of Austin leadership (2017) · Secured \$1.3M in pandemic relief grants for local Austin creative businesses (2021) · Served as Music Business Mentor, Black Fret (2014-2020) · Apprenticeship Mentor, Texas Folklife (2024) · Co-Producer, Fire Relief: The Concert for Central Texas — raising \$750,000+ for wildfire victims (2011)