

# Gary Schwartz

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## Chief Financial Officer & Board Director

*Sales-oriented senior finance officer with substantial experience in providing corporate finance and operational leadership to both private and public companies.*

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Dynamic senior finance executive who operates as a true tactical partner to the CEO and Board in managing and growing entrepreneurial-based organizations. Recognized for managing challenging situations with sound fiscal and operational style including strategic positioning for acquisitions to enhance growth, reduce costs, and optimize shareholder value. Led financial functions in NASDAQ, start-up, and high growth operations. Experience in public reporting, Wall Street, and investor relations. Expertise in pre-IPO organizations, family offices, raising capital, implementation of enterprise-wide information systems and multi-location operations. Strong team building, leadership, and motivation qualities. Robust negotiation and communication skills. Partner with the management team to lend insight into emerging opportunities, trends, issues, and challenges in the economy.

- Equity and Debt Financing
- International Team Operations
- Financial Modeling & Forecasting
- Investor Relations
- Start-up experience
- Risk Management
- Chief of Staff Experience
- COO Management
- Mergers, Acquisitions & Divestitures
- Project Management
- Audit & Compliance
- Financial Planning & Analysis

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## Career Highlights

- Led, managed, and executed a challenging Initial Public Offering.
- Managed and completed successful sale of an internet-based company during the dot com bust.
- Significant contributor in growing revenue from \$30M to \$500M for a consumer-products company.
- Established and managed a family office growing the asset base from \$10M to \$2B.
- Established investment policy standards for pension and profit-sharing plans in compliance with ERISA. Selected and engaged investment managers and consultants and grew plan value from \$6 million to over \$250 million.
- Established and managed a commercial real estate portfolio with over 1M sq. ft. in retail, office, and industrial property worth \$500M.
- Managed private investor relations in Europe and Asia.
- Led the presentation at an exclusive investment conference sponsored by the California Technology, Trade & Commerce Agency in London connecting the organization with strategic investors and partners in Europe.
- Successfully engaged with large Asian investors including Mitsubishi in Singapore and Japan.
- Lead and completed the exit strategy of a business and sold the technology to a European bank, netting a return of over \$1 million in cash back to investors with no lingering debt.

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## Professional Experience

Bauer's Intelligent Transportation, Inc, San Francisco, CA  
**Chief Financial Officer, Secretary and Director**, 2006 – Present

Innovative transportation company leading change in the passenger transportation marketplace. Directed the financial management and strategic planning for six companies under the Bauer's umbrella that provides passenger transportation services to a multitude of diverse corporate and commercial organizations including high-tech corporate employee commuter programs, private charter and special event large scale programs for music festivals, Super Bowls, PGA events, Olympics, etc. Innovative on demand black car service for the business traveler. Clients include Google, Uber, Cisco, Facebook, Electronic Arts, Salesforce, and others.

- Created new financial and technology infrastructure critical to achieve company's growth.
- Engineered and negotiated major corporate contracts resulting in a 200 percent increase in overall revenue, generating a 55% CAGR and a corresponding 50 percent increase in profit.
- Negotiated and resolved outstanding regulatory and compliance issues with favorable outcomes resulting in substantial savings.
- Successfully raised private equity capital to grow new company in the strategic B2B transportation space.
- Led the comprehensive due diligence on all acquisitions.
- Led, managed, and established all outside relationships with banking, legal, union and accounting professionals and officers.
- Established appropriate corporate governance structure.
- Completed major mid-eight figure capital restructuring for future planning and growth.

Morgan Stanley, San Francisco Bay Area  
**Investment Management Advisor**, 2003 – 2006

Served as a Subject Matter Expert providing advisory services on wealth management to high net worth individuals, retirements plans, and charitable foundations. Oversaw the development and execution of strategies focused on optimizing asset allocation. Liaised with professional money managers on behalf of clients and formalized investment policy statements. Analyzed portfolio performance against established investment goals, market indices, and manager peer group ratings. Partnered to offer enhanced private wealth management services including private client lending, structured alternative investments, family wealth advisory services, and equity structured products.

Virtual Purchase Card, Inc. San Francisco Bay Area  
**Chief Financial Officer**, 2001-2002

Directed all financial functions for this innovative electronic payment technology company; instituted proper accounting and finance infrastructure to maintain adequate asset protection and system of internal controls. Participated in development and implementation of business strategies to ensure operational success. Managed relations with individual and institutional investors, both domestic and European. Negotiated strategic partnerships to raise foreign private equity capital. Directed the winding-up affairs of the company after the board of directors resolved to sell the company and/or the technology. Negotiated terminations to most contracts, achieving savings of over \$100,000 to investors. Liquidated the business and sold the technology to a Rabobank, netting a return of over \$1 million in cash back to investors with no debt.

SocialNet, Inc. San Francisco Bay Area

**Chief Financial Officer, 2000-2001**

Founded by the creator of LinkedIn, recruited to collaborate with the CEO in selling this early entrant into the social networking space during the middle of the dot-com fallout. Prepared investment documents for potential acquirers; liaised with legal counsel during negotiations and closure phase of the transaction. Maintained a channel of communication with individual and institutional investors as well as secured debtholders. Navigated company through transition to new ownership, Spark Networks NYSE:LOV.

Shoe Pavilion, Inc. San Francisco Bay Area

**Chief Financial Officer, Secretary and Director, 1997-2000**

Successfully led, managed, and executed the IPO of this retailer with focus on growth strategies, improving infrastructure and managing and building Wall Street and investor relations. Led and conducted analyst and investment banker conferences along with frequent meetings with institutional investors. Orchestrated an acquisition that grew store base from 78 locations in 3 states to 111 stores in 11 states, increasing revenue and net income by 15 and 8 percent respectively in the initial year.

Byer California, Inc. San Francisco, CA

**Chief Financial Officer, Secretary and Director, 1979-1996**

Played integral management role in the dramatic expansion of this privately held woman's apparel manufacturer, with annual revenues mushrooming from \$30 million to \$500 million. Directed planning, financial management, human resources, and capital projects essential to driving and supporting sales and marketing functions. Managed a highly productive staff of 100 in finance, accounting, treasury, IT, real estate, and human resources. Developed benchmark reporting systems for sales, marketing, manufacturing, and distribution improving and accelerating analysis of operations.

Byer Family Office, San Francisco, CA

**Chief Executive Officer, 1979-1996**

Established, led, and managed the investment strategies of a high net-worth family that grew a \$10 million asset base to over \$2 billion. Managed the personal financial affairs of the family members—developed income and estate tax planning strategies to achieve maximum tax leverage coupled with philanthropic interests.

Grant Thornton, San Francisco, CA and St. Louis, MO

**Audit Manager, 1974-1979**

Supervised comprehensive professional auditing, consulting, and tax services to a wide range of private and public clients for this international CPA/management consulting firm. Advanced rapidly and was honored with a Distinguished Service Award by firm.

**Bachelor of Science in Accounting**

*Kelley School of Business, Indiana University, Bloomington, IN*

Credentials

Certified Public Accountant (CPA)

Chartered Global Management Accountant (CGMA)

Real Estate Broker (Active) - State of California