



Lou Switzer Chairman/CEO The Switzer Group

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Name: Lou Switzer

Title: Chairman/CEO

Company: The Switzer Group

Location: 535 Fifth Avenue, 11th Floor, New York, NY 10017

Place of Birth and Year: South Carolina, 1948

Family: Wife, Gina, sons - Ty, Clay, Reed

College: Pratt Institute

First Job Unrelated to your current field: Supermarket clerk

First Job in current field: Draftsman

What do you do now and what are your plans for the future? I am currently CEO, responsible for the direction and overall leadership of The Switzer Group involving all aspects from marketing and sales to finance. Plans for the future include keeping the firm steadfast in the volatile economy and eventually retiring.

Hobbies: Golf and tennis

Favorite Novel: "To Kill a Mockingbird"

Favorite Film: "Rear Window," "Hunt for Red October"

Keys to Success: Shared motivation, perseverance

Person you most admire (outside of family): Barack Obama

If you had to choose a different profession, what would it be? Real estate/developer

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