

# Peter Switzer

***Australian Business and Financial Commentator,  
Radio and Television Presenter, Lecturer and  
Author***

Peter Switzer is not only one of Australia's leading business and financial commentators but also a successful businessman in his own right. Launched more than 20 years ago, The Switzer Group has grown into multiple successful companies spanning media and publishing, non-commission financial planning, home loans, a managed fund and business coaching.



Peter is an award-winning broadcaster, twice runner up for the Best Current Affairs Commentator award for radio which is not bad for a money man and a former lecturer in Economics at the University of NSW.

His publishing business produces Harper's BAZAAR in Australia.

He is the founder and publisher of the *Switzer Report* for investors, host of the *Switzer Investing* on the Switzer Financial Group YouTube channel, business commentator for *Sky News Breakfast* & Economics expert for the Credlin TV program on *Sky News*.

Peter is also a regular contributor to *Switzer Daily* and appears regularly on radio including the money man for Ben Fordham on 2GB's top rating breakfast program.

Peter is a well-educated and highly experienced finance industry expert who perceives market gaps and is always looking for where the opportunities are. Once identified, he has this ability to execute with a rare combination of energy and focus coupled with reading a market and nailing to the solution to that market.

## ***Peter Switzer talks about:***

### **Keynote**

With his academic history lecturing economics at the University of New South Wales and over three decades of economics commentary in the Daily Telegraph, the Sun-Herald and The Australian, Peter brings his unique entertaining/educational style to conferences, ensuring all attendees come away with powerful and useful insights. And as the former Small Business Editor



of The Australian newspaper and the author of the best selling book 350 Ways to Grow Your Business, which was translated for the Chinese market, his small business success speech has been continuously sought after by conferences for decades.

### **Switzer TV**

Peter can simulate his Switzer TV program he did for the Sky Business Channel between 2008 and 2018. (He now does this programme streamed on YouTube.) Here we can provide the AV to recreate a live version of the high-rating business show, using 'talent' selected by the organisers of the conference. Peter's team can assist the conference/event AV crew to create the "live" TV experience.

### **MC**

Peter has been doing MC work for over two decades and has led everything from the national conferences for financial, planning and banking groups to special events, starring the likes of GE's former CEO, Jack Welch, to trade industry expos and government roadshows.

### **Facilitator**

With his background in economics, financial and business commentary on TV, radio and in metropolitan newspapers, along with his 30-year experience running his own business, Peter is equipped to facilitate panels, one-on-one executive interviews, boardroom lunches and hypotheticals.

### **Client testimonials**

---

“ What fun! You are really very good at what you do. I appreciated our time together and wish you continued success in all you do. Have fun (I know you will).

- *Jack Welch, former CEO, GE, and 'Manager of the Century' (Fortune magazine)*

“ I listened to you speak this morning and thought you were amazing. I am an accountant and in risk management and have never thought about doing a SWOT on myself - thanks for the tip!

- *Stockland Corporation Ltd*

“ Thank you for your valuable contribution to this year's forum. You will be pleased to hear that 92 per cent of delegates rated your presentation highly, commenting on its useful and topical content.

- *Indue*



“ Peter has facilitated all of our CEO and CFO symposiums over the last three years and has always been a pleasure to work with. He is a true professional and takes away the stresses that are associated with hosting and organising an event.

**- Strategy Group**

“ Peter did a wonderful job on the night; keeping the program moving, working around changes to the run sheet, and ensuring each award recipient, and our sponsors, were made to feel welcome and important. The feedback received from those attending has all been extremely positive.

**- Australian Institute of Export**

“ Peter, We would like to congratulate you for performing your master of ceremonies role in such a professional, entertaining and informative manner. We were impressed by your ability to tease out each winner's story so that the audience gained maximum benefit from their collective business experiences.

**- Australian Chamber of Commerce and Industry**

[VIEW SPEAKER'S BIO ONLINE](#) 

