

Ruth Schwartz joined the Idaho SBDC in March of 2020 as a business consultant in Southwest Idaho and was recognized as the State Star Award recipient after taking initiative to become the network's COVID-19 program-related-subject-matter expert.

Ruth is a life-long entrepreneur, learner and business owner, having spent 25 years in the music industry. Her experiences relate to radio, publishing, producing and retail.

Most notably, Ruth started, built and sold a \$10 million, wholesale, music distribution company. She has owned and operated a leadership training and coaching company, a debt collection company and an Amazon store.

Ruth is a Professionally Certified Business Leadership Coach (PCC) through the International Coaching Federation and is the author of the book *The Key to the Golden Handcuffs: Stop Being a Slave to Your Business*.

She is certified in over four assessment sciences and the creator of the Fail Proof Hiring Program. Ruth is a Distinguished Toastmaster and a member of the National Speakers' Association.

Hailing from the Sierra Foothills in Northern California, Ruth taught at the Sierra Commons Business Incubator and became a consultant with the California SBDC before her move to Idaho in 2017.