



INDIE MUSIC VETS FORM FLORIDA MAVERICK ARTIST MANAGEMENT Homegrown Company Built on Community Ideals Announces Initial Roster

TAMPA, FL—Three of the southeastern music scene’s most successful and supportive influencers (in the good way, not the gross one) have come together to create a full-service support system dedicated to helping independent acts achieve their unique goals. Launching with an eclectic lineup of six performers, [Florida Maverick Artist Management](#) aims to focus its collective experience, network and ambition on facilitating the next generation of self-sustaining musical iconoclasts.

“In underground music, ‘do it yourself’ often means ‘do it ourselves together,’” says veteran venue owner and promoter Tom DeGeorge.

DeGeorge moved to Tampa after a stint managing Atlanta’s famous concert theater The Masquerade; for the past 20 years he’s run Crowbar, one of a small handful of Bay area spots to put locals on the same stage as veteran national headliners. During the COVID-19 pandemic, he gained a national profile through his activism with the [National Independent Venue Association](#) (NIVA), helping to provide a lifeline for struggling live rooms across the country, and co-founded [D TOUR](#), a unique network of spaces and promoters that seeks, above all, to put the right artists in the right rooms across the nation, to everyone’s benefit.

With the world opening back up, and the expiration of Crowbar’s lease on the horizon (the club will shutter in ‘26), DeGeorge began to look for other ways he could help boost indie music in an increasingly codified and corporatized industry environment.

“Bands always asked me to manage ‘em, and I didn’t have the time, I didn’t have the knowledge,” he says. “But because of everything we’ve gone through, now I can be an asset.”

Having never been in a band, DeGeorge enlisted the help of singer-guitarist Luis Giler, whose genre-hopping rock act Discord Theory has harnessed the power of social media and word-of-mouth to draw thousands of fans to sweat-drenched shows throughout its DIY tours.

“This venture is really about community building,” says Giler, who has also run his own grassroots gig-promotion venture, Healthy Phoenix Booking. “A rising tide lifts all boats.”

Music attorney Randy Ojeda rounds out Florida Maverick's triumvirate of talent.

"I'm more on the business end of the spectrum," he says. "When Tom told me he was starting this thing with Luis, it seemed like an absolute no-brainer."

Ojeda is also no stranger to the entertainment business, having shepherded indie artists for years under his Cigar City Management banner, and representing artists and labels through his law firm.

Giler's Discord Theory is among the first six acts repped by Florida Maverick. The roster also includes attitude-laden female-fronted punk-rock quartet Peace Cult; provocative big-rock duo Hovercar; hip-hop/reggae/posthardcore mash-up Bangarang; moody alt-rock quintet Hollyglen; and hooky groove-punk heroes Pilot Jonezz. Each outfit is utterly distinctive, defying genre clichés while embodying the get-in-the-van ethos that builds cult followings and careers rather than TikTok trends or ephemeral "gonna get signed soon" local buzz.

"Locally, people always want to talk about local, and we get that. But there's local all over the country," says DeGeorge.

Florida Maverick's stated mission is simply to collaborate with creators, and leverage its resources in service of realizing their singular vision, on their terms.

"It's about what makes sense for each artist," says Giler. "We want to use our expertise to take a diamond in the rough and elevate them to their fullest potential, whatever they want that to be. We just want to take the bullets for them."

"We're indie management for indie artists. If we don't pull each other up, we'll see a steady decline in independent venues and artists to the point that creativity suffers," adds DeGeorge. "I don't want to live in that world."

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