



Erwin “Skip” Sorensen, AIF®

Skip Sorensen has spent the last 30 years helping individual investors plan and manage their personal finances. As a partner in a regional investment banking firm and later as the principal of his own Registered Investment Advisory Company, Skip managed both personal and business finances for clients as well as their investment and retirement portfolios. Most recently, as an Advanced Planning Consultant with two different nationally prominent financial services companies, he acted as a mentor to dozens of financial advisors. He has taught hundreds of continuing education and professional designation courses and was a featured speaker at numerous industry due diligence meetings and national broker/dealer meetings.

His experiences in investment management, together with his graduate training in experimental psychology have made Behavioral Finance a natural discipline for Skip. As an 1990 alumni of the prestigious Complex Systems Summer School sponsored by the Santa Fe Institute and Los Alamos National Laboratory, Skip has been able to develop a dramatically different view of the investment landscape. Skip has written a book, *Rescue Your Retirement – Investment Illusions Meet Reality*, recently published by Prisma Press, Inc.