



Marie Swift

Marie Swift is president and CEO of Impact Communications, a full-service public relations and marketing communications firm serving a select group of independent financial advisors and allied institutions. Client names include Lindner Capital Advisors, Securities America, American Financial Network, Iron Point Capital, Hanson McClain Retirement Network, Garrett Planning Network, Kinder Institute of Life Planning, FinaMetrica and many more.

Ms. Swift also serves as a top-rated coach for FinancialPlanning.com and is frequently published by industry websites and magazines such as Financial Planning, Research and MorningstarAdvisor.com. Swift is a popular speaker at industry events, including multiple appearances at FPA national and regional events, NAPFA, Lockwood University and the NFL Players Association.

She is the co-author of *Just Give Me the Answer\$: Expert Advisors Address Your Most Pressing Financial Questions* and contributed the marketing chapter to *Garrett's Guide to Financial Planning*. She is the author of the forthcoming book, *Become a Media Magnet: Strategies and Advice for Do-It-Yourself PR*.

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