

For Immediate Release

Marquis Who's Who Honors C. Marie Swift for Expertise in PR, Marketing Communications and Entrepreneurship

Distinguished expert in marketing communications for the financial services sector used empathy, grit and innate curiosity to overcome challenges and realize business success

LEAWOOD, KS, August 27, 2024, C. Marie Swift has been selected for inclusion in Marquis Who's Who. As in all Marquis Who's Who biographical volumes, individuals profiled are selected on the basis of current reference value. Factors such as position, noteworthy accomplishments, visibility, and prominence in a field are all taken into account during the selection process.

Ms. Swift works in PR and marketing communications, leveraging 35 years of expertise to support her role as the president and chief executive officer of Impact Communications Inc., where she has been instrumental for over three decades. Serving the financial services industry since 1993, her company delivers quality services to wealthtech companies and financial services firms – including independent advisory firms and entrepreneurial advisors, custodians, independent broker/dealers, and allied others. Managing a team of 15 professionals, Ms. Swift's goal is to ensure the delivery of strategic execution to clients. Her leadership has driven the company's success and fostered a culture of innovation and proactive problem-solving.

From 1987 to 1992, Ms. Swift rose to become the director of corporate communications at Worldwide Investment Network Inc. In this role, she was responsible for overseeing the company's communication strategies and ensuring effective dissemination of information across various platforms. Ms. Swift's tenure at Worldwide Investment Network Inc. was marked by significant advancements, including helping the CEO and founder achieve Number One Top Producer status with one of the nation's leading independent broker/dealers, Financial Network Investment Corporation.

Ms. Swift attended Utah Valley University, where she studied communications and journalism. Prior to beginning her career in the financial services industry, she worked in the hospitality industry as a personal chef and caterer, managed busy dental offices while doubling as a dental assistant, and juggled multiple side gigs as a house sitter and personal assistant.

Over the years, Ms. Swift has witnessed significant technological advancements, from the beginning stages of email and the Internet as we know it today to the advent of generative artificial intelligence and digital disruption. She attributes much of her success to her 3-D Framework – which has become her company's motto: Dedicated. Discerning. Driven. Empathy, grit, and innate curiosity enabled her to overcome numerous challenges throughout her career, anticipating and resolving issues as they arose throughout the Great Recession and global banking crisis, the COVID Pandemic, and other geopolitical, socioeconomic and business tensions. These challenges have required her to be courageous, resilient, adaptable, and a proactive strategic leader. Each event has brought unique difficulties, but also opportunities for innovation and growth.



C. Marie Swift
Founder and CEO
Impact Communications, Inc.

In recognition of her contributions to the financial services industry, Ms. Swift was honored with a Luminaries Award for Thought Leadership and Education by ThinkAdvisor in 2021. This accolade is significant to her as it acknowledges her efforts to drive change and push forward meaningful conversations within the business landscape. She was named Woman Agency Executive of the Year by Wealth Solutions Report in 2022. Her company has been honored as a winner and/or a finalist in many fiercely-contested award competitions such as the Barron's MMI Industry Awards, WealthManagement.com's Industry Awards, the Apex Awards, and The Communicator Awards. She has written numerous articles for and appeared in top industry trade and business publications such as the Wall Street Journal, Barron's, Marketwatch, RIABiz, and Financial Planning. An in-demand speaker, she has served as a keynote presenter and subject matter expert at dozens of national financial services conferences, including the National Association of Personal Financial Advisors, the Financial Planning Association, and Barron's Top Women Advisors Summit. Moreover, Ms. Swift is proud of her company's most recent pro bono projects, Fiduciary Voices, which encompasses an online platform to educate consumers about the fiduciary standard and independent financial advisors, and the BLX Internship Program, a non-profit entity dedicated to providing opportunities for aspiring Black and Latinx individuals seeking to obtain work at a fee-only or fee-based financial planning firm.

Ms. Swift plans to transition her son and current vice president of the company, Jonny Swift, into the role of president of Impact Communications Inc., allowing her to focus more on shaping the company's vision and strategy as chief executive officer. She also aims to increase her involvement in community activities, particularly those supporting and empowering young women. Notably, Ms. Swift has via American Corporate Partners recently taken on a mentoring role where she is working with the spouse of an active-duty military member as they seek to establish a unique small business as a way to supplement their young family's income growth goals. She plans to write a book on the insidious nature of elder abuse in the hopes that it will help others see the many nuanced danger signals before they escalate into irreparable harm, empowering families and caregivers to take proactive measures to protect their loved ones.

About Marquis Who's Who®:

Since 1899, when A. N. Marquis printed the First Edition of Who's Who in America®, Marquis Who's Who® has chronicled the lives of the most accomplished individuals and innovators from every significant field of endeavor, including politics, business, medicine, law, education, art, religion and entertainment. Marquis celebrates its 125th anniversary in 2023, and Who's Who in America® remains an essential biographical source for thousands of researchers, journalists, librarians and executive search firms around the world. Marquis® publications may be visited at the official Marquis Who's Who® website at www.marquiswhoswho.com.