



## Press Release

### For Immediate Release

Marquis Who's Who Honors Shelley A. Svoren for Expertise in Finance and Aviation

*Shelley A. Svoren is transforming the aviation industry through collaborative investment strategies*

YOUNTVILLE, CA, May 22, 2024, Shelley A. Svoren 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. Svoren is a distinguished professional known for her multifaceted aviation and finance expertise. As the Founder and Chief Executive Officer of Infinite Branches since 2021, she has tailored her approach to meet the unique needs of her clients. Working closely with start-up businesses and investors, Ms. Svoren is instrumental in helping them develop impactful, profitable, strategic and sustainable connections in global aviation among investors and companies. Her responsibilities range from refining business plans, developing financial models, economizing costs, and identifying avenues for revenue growth. Infinite Branches is based in Yountville, California.

Ms. Svoren continues to make significant contributions to the aviation industry as a Board Member of the International Aviation Womens Association, first as its Vice President of General Business Aviation & Helicopters from 2018 to 2020 and as Vice President of Leader Development since 2021, where she supported the addition of two new scholarships and the organization's mentoring program. She serves as an Advisor to Dreams Soar, a 501c3 organization that is focused on expanding the aviation workforce; and previously served as an Advisor for Business Aviation Advisor Magazine and a member of the National Business Aviation Association's diversity, equity, and inclusion working group. She moderates panels and writes articles on aviation industry issues. She additionally is a mentor for the International Aviation Womens Association, 100 Women in Finance and Aerospace Xelerated, and is both a category five speaker and mentor for HERicanes. She previously served as the Chairman of the Registration Committee for the Society of Daughters of Holland Dames.

Earlier in her career, Ms. Svoren enjoyed a tenured position as a Senior Business Banking Analyst and Industry Specialist at First Republic Bank from 2005 to 2021. Her journey also included pivotal roles as the owner and analyst at Svoren Consulting, and various analytical positions at Southcorp Wines Pty Ltd, Agilent Technologies, Macy's, Silicon Valley Bank, and the Federal Deposit Insurance Corporation.

Throughout her career, Ms. Svoren has been recognized for her ability to lead, inspire, and expand the opportunities for others, which was highlighted in her keynote speech to FedEx Womens' Network Annual Forum and through Infinite Branches' consecutive honor from The Business Concept. In addition to her volunteer work previously noted, a moment that stands out for her was when she worked to ensure that one of her clients delivered a keynote speech at an industry conference, rather than accept the speaking opportunity for herself. This decision showcased Ms. Svoren's client in a new light and significantly expanded her client's influence.

Ms. Svoren earned a Bachelor of Science in finance, economics, international business, and Scandinavian studies from the University of Oregon in 1992. Furthering her education, she completed a Mini-Master of Business Administration in aviation and aerospace management at Embry-Riddle Aeronautical University. Ms. Svoren also engaged in coursework across several prestigious institutions, including Duke University and Wharton Online, in areas that include impact measurement and management for sustainable development goals (SDGs) of the United Nations and foundations

and financial technology applications. Additionally, she has garnered certifications in strategic communication, marketing strategy, product strategy, digital strategy, and business core competencies, among other areas, and passed the Securities Industry Essentials exam issued through the Financial Industry Regulatory Authority.

Looking ahead, Ms. Svoren aims to invest her time in organizations where she can serve on the board and foster growth and diversity (of thought, age, and gender) within their workforces while championing long-term global thinking within her industries.

**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 125<sup>th</sup> 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](http://www.marquiswhoswho.com).