

## NEWS

For Immediate Release

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# Myriad Advisor Solutions Celebrates 15 Years

*Journey of growth and success supports the dreams of  
countless entrepreneurial financial advisors*

**Waukee, IA [May 14, 2024]** – [Myriad Advisor Solutions](#) (Myriad), a long-established, full-service business advisory and solutions firm for entrepreneurial financial advisors, is celebrating its 15<sup>th</sup> anniversary. Marked by the debut of two new powerhouse initiatives, a new office building, significant staff expansion, a successful podcast and a speaking engagement at NASDAQ for [Danielle White](#), (White) Myriad's CEO, the company is now in the process of inviting select business partners and clients to join them for a commemorative celebration in Waukee, a city near Des Moines, Iowa, in June.

### **15-YEAR ANNIVERSARY CELEBRATION**

Myriad is hosting a 15<sup>th</sup> anniversary celebration June 12<sup>th</sup> and June 13<sup>th</sup>, 2024. The festivities will begin with the company's annual golf tournament at the A.H. Black Golf Course in Des Moines, Iowa. Evening celebrations include a charity casino event with all proceeds going to support Saint Jude's Children's Hospital, the Susan G. Komen Foundation, and Ronald McDonald House. The weekend will also include exhibits, educational sessions and vendor showcases.



**Myriad Golf Tournament 2023**

White will also be interviewing select guests for [The White Report podcast series](#), and a [Fiduciary Voices Roundtable](#) is also being planned in partnership with industry thought leader and fiduciary advocate [Marie Swift](#), founder and CEO of Impact Communications.

"Reflecting on our remarkable 15-year journey fills me with immense gratitude and pride. As we celebrate this milestone, I'm thrilled to embark on the next chapter with even greater passion, commitment, and a widened array of services. Our dedication to excellence remains unwavering as we continue to evolve and serve our community with unwavering dedication," said Danielle White, Founder and CEO.

To register for the anniversary event activities – all of which are free to Myriad's current and prospective clients – [visit the tickets page now](#).

More information about [Myriad's 15 Year Anniversary celebration, including the golf tournament and charity casino night, is available here: <https://events.myriadas.com>](#).

## **INNOVATIVE NEW PROGRAMS**

One way the company began ringing in its 15<sup>th</sup> anniversary was with the launch of two new state-of-the-art initiatives designed to streamline and protect clients' business operations not only now, but far into the future. The announcements were made in tandem with the 20<sup>th</sup> anniversary of the T3 Technology Tools for Today Conference that occurred in January 2024 at the Cosmopolitan Resort in Las Vegas.

The first of these two offerings is **Myriad's MASDefense**, an all-encompassing cybersecurity solution featuring advanced Endpoint Detection and Response (EDR), Extended Detection and Response (XDR) capabilities, computer forensics, pen testing, and the expertise of the Security Operations Center (SOC) team. Designed to provide holistic protection against cyber threats well into the future, the system's software aligns with the latest SEC guidelines and regulatory rulings released last year.

The second safeguard on offer is the **Myriad Ascend Plan (MAP)** a proven exit planning platform that provides both a timeline and target for any business owner, providing them with a clear roadmap of what steps to take in order to ensure a successful transition of leadership, thus laying the groundwork for the firm’s sustained organizational success for years to come.

“These two new offerings are the latest in our series of support solutions especially geared for small business owners,” said Myriad co-founder and CTO, [Leigh White](#). “Being a business owner can feel lonely and hard at times. By continuing to create and refine operational systems to protect and support them well into the future, our clients are reminded that that they are not alone in their endeavors. This gives them not only a smoother road to success, but the peace of mind they deserve – I’m very proud of that.”



Myriad Team Photo 2024

## **NATIONAL REPUTATION, LOCAL BUSINESS BOOSTERS**

To support the firm’s constantly growing client base, Myriad has broken ground in the suburban Des Moines area, to house the continually expanding staff in a new, larger and more efficient office building. All of this is being done to provide clients with the exceptional care and attention they have come to expect and value.

“All of us at Myriad have worked tirelessly to carve out a powerful reputation over the past 15 years, and we are all tremendously excited to build on that,” said CEO White. “I anticipate explosive growth for our firm as we expand our offices, deepen our bench and expand our operational support and business solutions well into the future. We are a white-glove firm and our clients deserve our very best.”

White is quickly gaining a national reputation as a thought leader in both the financial and business arenas. She was recently asked to speak at NASDAQ on *The Entrepreneurial Journey*. Her lecture delved into every stage of a company’s launch, growth and transition. She also shared critical

insights into her journey as an entrepreneur and CEO, *including* the challenges she has faced as a millennial woman in the male-dominated financial services and technology industries.

White is also the host of [The White Report](#), a podcast designed to empower small business owners at every stage of a company's launch and growth by providing actionable steps and powerful, easy-to-follow advice on everything from business strategy to technology. Each episode features a distinguished business leader who, together with White, cover topics such as business management, human capital, executive leadership, technology advancements, marketing strategies and more.



**Danielle White, Podcast Host, The White Report**

## **ABOUT MYRIAD ADVISOR SOLUTIONS**

Established in 2009, this full-service business advisory and solutions firm has been dedicated to its mission of empowering small business owners to achieve their goals by alleviating the operational demands and challenges which growing businesses invariably face. While its focus has primarily been helping breakaway brokers go independent and independent financial advisors reach new levels of success, Myriad Advisor Solutions (Myriad) also works with other types of privately-held businesses on an individual needs-and-interests basis, providing these developing companies with all-encompassing business solutions, operational guidance, and technical support. The company has assisted in launching over 9,500 successful businesses with more than 3,200 locations established nationwide. As a part of that work, Myriad has configured and managed over 5,000 technology networks. It is the umbrella company for two subsidiary firms: Continuum (which deals with human resources, benefits, payroll, insurance, etc.) and Communications Experts (which specializes in providing services related to the telecommunications industry). CEO Danielle White has been employed by the company since its inception. Leigh White, who served as CEO and President, now works on product development and remains on the leadership team. To learn more, please visit [MyriadAS.com](http://MyriadAS.com).

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