



## **Sheryl Barden**

*President, Aviation Personnel International  
Advisor*



Ms. Sheryl Barden, president of Aviation Personnel International (API), has an extensive background in strategic team building. Her expertise encompasses search, screening, employee and team development and coaching.

“I am honored by the appointment to Gray Stone’s Advisory Board and Council,” stated Sheryl Barden. “The company is well-positioned, and currently holds a prominent role in corporate renewal, professional consulting and turnaround management. I have worked with Jim Lara for many years. He has a unique ability to discern what needs to be done to deliver bottom line results, and to motivate the team members to unite and deliver results. I sincerely look forward to contributing my industry insight and strategic guidance to further Gray Stone Advisors’ mission to consistently deliver world-class solutions and services.”

Aviation Personnel International, founded in 1971, is the acknowledged leader in staffing and

organizational development counseling in the business aviation industry. API specializes in all personnel functions, including identification and selection, evaluation, human factors, analysis, reference checking, FAA verifications, wage and salary evaluations, succession planning and outplacement coaching and counseling. As consultants to the business aviation industry, API's principal activity is recruiting, screening and evaluating individuals for new or expanding flight departments.

API has experience filling needs at all levels of the aviation department, from directors to the flight deck and ground support. Their in-depth screening and evaluation allows API to present candidates who not only have the requisite skill set, but more importantly will contribute to the development of a synergistic team. Ms. Barden holds a B.S. in Management with an emphasis in Personnel Management from the Pennsylvania State University and an MBA from the Masagung School of Business at the University of San Francisco. She is a certified Kolbe™ Consultant.

Ms. Barden is a member of the NBAA Corporate Aviation Management Committee, USF Business School Advisory Board, Flight Safety Foundation’s Meritorious Service Award Committee, Women in Corporate Aviation, and Women’s Forum West.