

SPOTLIGHT:  
NEW YORK CITY BUSINESS LEADERS

# A BETTER BANKING EXPERIENCE

**International Finance Bank** delivers personalized banking in a bustling metropolis.

**F**or 30 years, International Finance Bank (IFB) has maintained a community-focused ethos that caters to the banking needs of local and international clients. While the bank was founded in Florida, its New York banking center, led since its inception in 2018 by Senior Vice President Nora Pinilla-Shapiro, has experienced unprecedented growth. IFB encompasses \$1 billion in assets, and regardless of its impressive performance, the team has never lost sight of the importance of their work, always delivering personalized service.



**Nora Pinilla-Shapiro**  
Senior Vice President

“While we must adapt and evolve to keep up with technological changes, we must never lose sight of the importance of providing tailored solutions with a human touch,” says Steven Trujillo, who joined IFB in 2015 and has since demonstrated remarkable growth, ascending to the role of first vice president international preferred banker, where he adeptly manages a substantial portfolio of both domestic and international clients. In the bustling global landscape, where individuals and businesses engage in intricate financial transactions, the bank stands as a reliable ally, providing tailored solutions to meet the diverse needs of its clients. At IFB, every transaction is guided by dedicated professionals who go the extra mile to assist clients. Despite being located on the other side of the globe, international clients consistently reach out to the bank, seeking advice on navigating transaction intricacies. Every detail, no matter how minor, can profoundly influence the success of transactions, making the expertise and guidance provided by the bank crucial for ensuring smooth and secure financial dealings. That is why being readily available for clients is the team’s number one priority.

Photos by Enid B. Alvarez

## Excellence in Service

“In an era where most people conduct their banking online, the need for a familiar presence on the other end is paramount,” says Pinilla-Shapiro. “Our commitment lies in bridging the gap between technology and personalized service, ensuring our clients feel valued and supported in every financial interaction.”

To ensure prompt and personalized attention, IFB offers state-of-the-art lounges instead of impersonal waiting queues and live specialists who readily respond to clients from various regions. “We prioritize seamless and familiar banking, ensuring clients feel confident and at ease in every interaction,” says Trujillo.



**Steven Trujillo**  
First Vice President

By identifying clients by their name rather than an account number, the bank operates as a personalized boutique establishment. With an adept team proficient in navigating the complexities of the global financial market, IFB offers exceptional personal and corporate banking, commercial lending, and other services to over 7,000 clients, half of whom hail from international locations. They also extend their services with IFB Wealth Management and IFB Insurance Services.

“Knowing the New York market and beyond is our calling card,” says Pinilla-Shapiro. Having worked in NYC banking for over 35 years, she knew IFB had what clients were seeking: stability and market knowledge. In addition to adding new domestic accounts, she continues to service second and third-generation clients, many of whom became U.S. citizens under her guidance.

“In the ever-evolving landscape of banking, our commitment to seamless and familiar financial experiences remains unwavering,” says Trujillo. “I am excited to continue assisting the vibrant New York market and guiding foreign nationals as they establish their financial journey in the United States. Together, we’ll navigate new horizons and achieve financial success.”



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