

BOARD OF DIRECTORS APPLICATION

Confidential Application for Board Directors – Board Term to Begin January 1, 2023

We are honored that you are interested in serving as a **Director of Certified Financial Planner Board of Standards, Inc.**

In preparation for selecting CFP Board's next class of board directors, the Nominating Committee conducted a detailed gap analysis. The Committee identified professional experiences, skills and business models that will best complement the current directors—given the mission and future strategic direction of the organization.

As a result of this analysis, the Nominating Committee anticipates identifying up to four individuals, at least two of whom will be CFP® professionals. The Committee will favor candidates with one or more of the following characteristics:

- A representative from large national trust company;
- A representative with a deep background and experience in fintech;
- A representative with digital currency expertise;
- A client-facing CFP® practitioner.

In addition to the above, the Committee will also consider candidates with a deep background in ESG investing.

CFP Board maintains its longstanding commitment to diversity, equity and inclusion in all aspects of its mission and activities at all levels of the organization, including the Board of Directors, believing that diversity of experience and perspective will strengthen the organization's impact. To that end, the Board of Directors should reflect a collective mixture of human and organizational assets including race, color religion, national origin, age, sex, disability, veteran status or sexual orientation—all while leveraging the power of diversity, equity and inclusion.

Thank you for considering Board of Director involvement and for the personal time and energy that you will be putting into this important aspect of building a stronger Board and thus a stronger financial planning industry.

Sincerely,

The 2022 Nominating Committee

In our sincere effort to successfully recruit a qualified and diverse slate of candidates, we have developed a comprehensive selection process. The process includes the following eight (8) steps:

STEP 1 — All interested parties should carefully review the full position and candidate specifications at [CFP.net/docs/volunteers/candidate.pdf](https://www.cfp.net/docs/volunteers/candidate.pdf). to self-assess their qualifications and their realistic view of the time commitment that board service will require.

STEP 2 — Each candidate should then complete the electronic application in full. All applications must be received electronically by no later than 5 PM Pacific Coast time, June 15, 2022. Late applications will, unfortunately, not be considered.

STEP 3 — The Nominating Committee will carefully review and assess all applications against the position description profile and will select a "short list" of candidates for further consideration. This will be completed by mid-July.

STEP 4 — The "short list" of candidates will be required to complete a Conflict of Interest questionnaire and undergo a public records background check which is performed by a professional outside contractor.

STEP 5 — Provided that there are not concerns or issues as a result of Step 4, the Nominating Committee will conduct first-round candidate phone interviews. These will be conducted between August 15-26, 2022.

STEP 6 — The Nominating Committee will select a small group of finalist candidates for second-round in-person interviews. The interviews will take place in Washington, DC on October 12 - 13, 2022.

STEP 7 — The Nominating Committee will select up to 3 - 4 of the finalist pool for full Board consideration in mid-November 2021.

STEP 8 — The Board elects the new Directors at its November board meeting to serve a four-year term, beginning January 1, 2023.

PLEASE TYPE YOUR RESPONSES - ONLY TYPED APPLICATIONS WILL BE CONSIDERED.

No handwritten responses.

SECTION I: CANDIDATE CONTACT INFORMATION

Name:	Preferred Phone:
Email:	Alternate Phone:
Business Name:	Fax:
Business Address:	
Home Address:	

Business Type

Nominating Committee's priorities for the Class of 2025 are below. Which one of the below best describes your background:

- Trust Company
- Client-facing CFP® professional
- My primary/target client base is: _____
- My background does not fit with the Nominating Priorities but you should consider my candidacy because:

- Fintech expertise
- Digital Currency expertise

SECTION II: ALIGNMENT WITH NOMINATING COMMITTEE PRIORITIES

Question 1. After reviewing the position description, and based on what you know about CFP Board, what makes you a leading candidate?

Question 2. CFP Board is committed to diversity, equity and inclusion. How would you add to the diversity of the Board?

SECTION III: STRATEGY

Question 3. What do you see as the most pressing issues facing the financial planning profession over the next 5-10 years?

Question 4. What role do you envision technology playing related to the delivery of financial advice?
Do you see technology as a threat or opportunity?

Question 5. What specific role should CFP Board be playing in the general scheme of supporting the financial planning profession as a whole?

Question 6. During the past year or two, what were CFP Board's biggest missed opportunities?

Question 7. What does CFP Board do well? What services should we continue to provide or even accelerate?

Question 8. What might CFP Board do to better serve the public?

SECTION IV: GOVERNANCE

Question 9. The key to an evolving organization is the strength and vision of its governing body. What board experiences do you have that would best prepare you for a seat on our board?

Question 10. Are there any personal or professional impediments related to conflicts of interest or time commitments, current or anticipated, that the board should be aware of in considering your candidacy?

SECTION V: EDUCATION, CREDENTIALS AND PROFESSIONAL DESIGNATIONS

1. Educational Degrees:

Degree:	Date Received:	College or Institution:
Degree:	Date Received:	College or Institution:
Degree:	Date Received:	College or Institution:

2. Licenses, Designations and Certifications:

Designation:	Date Received:	Granting Organization:
Designation:	Date Received:	Granting Organization:
Designation:	Date Received:	Granting Organization:

3. The Committee will favor candidates with one or more of the following characteristics. Please indicate how your experience fits with any of the following:

- Strategic planning

- Board governance

- Executive experience

- Financial compliance, regulatory, enforcement or discipline

- Technology expertise and adoption of digital advice

SECTION VI: PROFESSIONAL EXPERIENCE

Please list your current position and the previous three.

Current Position:	Employer:	Dates:
Previous Position:	Employer:	Dates:
Previous Position:	Employer:	Dates:
Previous Position:	Employer:	Dates:

SECTION VII: CURRENT AND/OR PREVIOUS BOARD OF DIRECTORS EXPERIENCE (VOLUNTEER AND COMPENSATED)

Please provide the following information for each Board of Directors on which you have served. Add additional page if necessary.

Organization 1 Board of Directors Service

Organization name: _____

Dates of service: _____

Leadership Positions held, if any, and length of time: _____

Reference names, phone numbers, & email addresses: _____

Organization 2 Board of Directors Service

Organization name: _____

Dates of service: _____

Leadership Positions held, if any, and length of time: _____

Reference names, phone numbers, & email addresses: _____

SECTION VIII: DISCLOSURE

Have you ever received public discipline from a professional body?

- No Yes. If yes, please explain in the space below or on an attached sheet.

SECTION IX: CANDIDATE SNAPSHOT

Age

- 25-34 55-64
- 35-44 65+
- 45-54

Gender

- Female
- Male
- Non-binary/third gender
- Prefer to self-describe: _____
- Prefer not to say

Ethnicity

- Asian, specify: _____
- American Indian or Alaska Native
- Black or African American
- Hispanic/Latino
- White
- Other race: _____

Education

- Bachelor's Degree Other Master's Degree
- MBA PhD
- JD

Regional Location

- New England [ME, NH, VT, MA, RI, CT]
- Mid-Atlantic [NY, NJ, PA, DE, MD, VA, WV & DC]
- Southeast [FL, GA, SC, NC, KY, TN, AL, MS, AR, LA]
- Midwest [MN, IA, MO, WI, IL, IN, MI, OH, ND, SD, NE, KS]
- Southwest [AZ, NM, OK, TX]
- Mountain [MT, ID, WY, NV, UT, CO]
- Pacific [WA, OR, CA, AK, HI]

Military Service

- Yes Previously Served
- Currently Serving No

CFP® Certificant

- No. Financial industry profession and affiliation:

- Yes. Initial certification date: _____
If yes, what market(s) do you serve:
 - Ultra high-net worth
 - High net-worth mass market
 - Emerging affluent
 - Mass market
 - Specify niche, if applicable: _____

SECTION X: SUBMITTAL AND ACKNOWLEDGEMENT

I hereby declare that everything on, and attached to, this form is correct and accurate to the best of my knowledge.

Electronic Signature: _____ Date: _____

Send your completed application by email to: ccallaway@cfpboard.org

Please refer questions to Christy Callaway at (202) 379-2202 or ccallaway@cfpboard.org

Deadline: June 15, 2022