

## BOARD OF DIRECTORS APPLICATION

Confidential Application for Board Directors—Board Term to Begin January 1, 2025

We are honored that you are interested in serving as a **Director of the CFP Board Center for Financial Planning and the CFP Board of Standards**.

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 model knowledge 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 two individuals for board service, at least one of whom will meet the CFP Board definition of public member. Selection priority will be given to the following:

- A technology professional, such as a FinTech executive, with a deep understanding of current and emerging trends affecting the financial advice ecosystem and society
- An association CEO, preferably one focused on certification

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. We believe 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 profession.

Sincerely,

The 2024 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 6, 2024. **Late applications will 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 Volunteer Agreement and undergo a public records background check.

**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 5-16, 2024.

**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 1-2, 2024.

**STEP 7** — The Nominating Committee will select the candidates for presentation to the Board in early October 2024.

**STEP 8** — The Board will elect the new Directors at its board meeting, to be held in early October, to serve a four-year term, beginning January 1, 2025.

**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 2027 are below. Which one of the below best describes your background:

- Technology background  
A technology professional, such as a FinTech executive, with a deep understanding of current and emerging trends affecting the financial advice ecosystem and society
- Association CEO  
An association CEO, preferably one focused on certification
- My background does not fit with the Nominating Priorities but you should consider my candidacy because:  
\_\_\_\_\_

**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.** How do you see technology changing the delivery of financial advice?

**Question 5.** What opportunities and threats do you see from evolving technologies?

**Question 6.** What specific role should CFP Board be playing in the general scheme of supporting the financial planning profession as a whole?

**Question 7.** During the past year or two, what were CFP Board's biggest missed opportunities?

**Question 8.** What does CFP Board do well? What services should we continue to provide or even accelerate?

**Question 9.** What might CFP Board do to better serve the public?

**SECTION IV: GOVERNANCE**

**Question 10.** 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 11.** 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 backgrounds in one or more of the following areas. Please indicate how your experience fits with any of the following:**

Strategic planning

Board governance

Association CEO experience, especially with a focus on certification

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:

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**Send your completed application by email to:** [ccallaway@cfpboard.org](mailto:ccallaway@cfpboard.org)  
Please refer questions to Christy Callaway at (202) 379-2202 or [ccallaway@cfpboard.org](mailto:ccallaway@cfpboard.org)

**Deadline: June 6, 2024**