

# MEMBER — BOARD OF DIRECTORS

OPEN POSITION | APPLICATION DEADLINE JUNE 6, 2025

**ORGANIZATION:** CFP BOARD

**POSITION:** Member — Board of Directors

**TERM:** Beginning January 1, 2026 and ending on December 31, 2028

**WEBSITE:** [CFP.net](https://www.cfp.net)

## ABOUT CFP BOARD

*CFP Board is the professional body for personal financial planners in the U.S. CFP Board consists of two nonprofit affiliated organizations focused on advancing the financial planning profession for the public's benefit: CFP Board of Standards and CFP Board Center for Financial Planning.*

## CALL TO SERVE

CFP Board is seeking candidates for its next class of board directors. In preparation for selection, the Nominating Committee conducted a detailed gap analysis to identify professional experiences, skills, and/or business model knowledge that would best complement the current directors—given the mission and future strategic direction of the organization.

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. Priority will be given to:

- **CFP® professional from an RIA with an active CPA license.** Preference given to candidates who also have one or more of the following:
  - Client facing responsibilities,
  - Equity owner or leadership role in a firm with at least \$500 million of assets under management, and
  - Experience with private equity and/or rollups.
- **Public Member with federal or state financial regulatory background.** Public policy experience is a plus.

## ROLE OF THE BOARD OF DIRECTORS

The Board of Directors (Board) is the policy-making and oversight body of CFP Board. The Board's role is to act on behalf of the public, CFP® professionals and other stakeholders to further the missions of CFP Board of Standards and CFP Board Center for Financial Planning.

The Board is the governing authority for CFP Board Center for Financial Planning and the Board of Directors and sole voting members of CFP Board of Standards. Currently 12 members serve on the Board. The majority of the members are professionals who have earned the CFP® certification. These members from within the profession represent a wide portfolio of financial planning experiences and client types.

The Board culture is lively and collaborative. The Board prides itself on being very much a governing board, as opposed to a management board, and is highly invested in successful Board outcomes. Due to the busy professional and personal lives of 12 directors, a high value is placed on the efficient use of Board time.

The Board conducts three in-person meetings for CFP Board of Standards and CFP Board Center for Financial Planning, held at the same time per year. Typically meetings are held on a Wednesday, Thursday and half day Friday in March, July and November. Additionally, 2-3 virtual meetings are held throughout the year. Each Board member also serves on at least two committees—which entails participating in several virtual meetings per year, no longer than two hours each. Committee chairmanship requires an additional time commitment.

## THE BOARD'S SIX COMMITTEES

- **Audit & Risk Committee**
- **CEO Oversight & Compensation Committee**
- **Governance Committee**
- **Finance & Investments Committee**
- **Code & Standards Enforcement Committee**
- **Nominating Committee**

*Please note: Prior to meetings, Board members receive detailed briefing materials, so time (approximately 4-6 hours) should be allotted for preparation.*

**BENEFITS OF BOARD SERVICE** While all Board members volunteer their time, talent and energy without pay, the current and past members will attest to the fact that their personal and professional rewards are substantial. Specifically, these individuals have articulated the following benefits:

- **SHAPE** the future of the profession.
- **ATTAIN** personal/professional development in national board governance.
- **GIVE BACK** to society and have true impact that affects millions of people, for generations to come.
- **BUILD** a national network of some of the best and brightest minds in financial planning
- **LEARN** a variety of best financial planning practices
- **ACHIEVE** relevancy in a forum where each voice is heard and respected.
- **RECEIVE** some of the finest nonprofit board training in the nation via our extensive on-boarding and orientation.

*Note: While there is no cash compensation, CFP Board does cover the cost of travel, meals and accommodations for all Board-related travel.*

**EXPERIENCE AND QUALIFICATIONS** The Nominating Committee, in its sincere efforts to recruit a diverse national board, who look like and represent the fabric of all Americans, seeks individuals with:

- A CFP® certification in good standing or, as an alternative, a deep understanding of the CFP professional world and its development as a profession via a financial background.
- Demonstrated leadership experience from within their professional and/or personal universe via volunteer CFP Board or foundation committee work or community nonprofit board or volunteer service.
- History of visionary contributions to strategic organizational goal setting.
- A well-regarded and established reputation within their peer group as a person with the highest ethical standards.
- A successful track record of presenting a risk management approach to decision-making and conflict resolution on multiple levels.
- A solid working understanding of the delicate balance between board and professional staff roles and responsibilities.
- An established financial literacy with respect to standard financial statements and financial data analysis.
- The required time and energy to adequately prepare for, and attend, three on-site board meetings per year with ongoing virtual work throughout the year, as needed and necessary.

### A NOTE ON PUBLIC MEMBERS

While a majority of Board members hold the CFP® certification and have significant senior-level industry experience, CFP Board's Bylaws require that at least two Board members specifically represent the voice of the public at all times. These Public Members should bring seasoned and external experience from other organizations to ensure continuing diversity of thought. The Public Members must be prepared to actively participate as full Board members in regularly scheduled Board and committee meetings.

CFP Board defines a Public Member as an individual who is not a CFP® professional and, in the past five years, has not (1) provided professional financial planning services or (2) primarily provided, either in an individual capacity or through a firm, goods or services to (a) financial services clients or (b) individuals or firms that primarily serve the financial services industry.

**PERSONAL ATTRIBUTES** Leading candidates should possess a majority of the following personal attributes:

- Wholehearted commitment to our missions
- Demonstrated accountability to a high ethical standard
- Critical thinking and creative problem solving
- Emotional intelligence
- Engagement in the boardroom, an active participant from the start
- Forward-thinking, with energy and enthusiasm for new ideas
- A genuine interest in leadership and lifelong learning
- Excellent communication, cognizant of others' time and viewpoints
- Respect of fellow Board members and their knowledge base
- No hesitation whatsoever to commit the necessary time

### APPLICATION PROCESS AND TIMELINE

|                          |   |
|--------------------------|---|
| <b>JUN 6, 2025</b>       | Applications due  |
| <b>JUL 15, 2025</b>      | Candidates notified if moving on to next phase  |
| <b>AUG 4-15, 2025</b>    | Candidate zoom interviews with members of the Nominating Committee                          |
| <b>SEP 2, 2025</b>       | Candidates notified for in-person interviews  |
| <b>SEP 17-18, 2025</b>   | In-person interviews with Nominating Committee in Chicago, IL                               |
| <b>OCT 3, 2025</b>       | Board elections and candidate notification  |
| <b>OCT 9 or 14, 2025</b> | Public announcement of new directors  |
| <b>NOV 12-14, 2025</b>   | November Board meeting in Santa Monica, CA (Recommended but not required for new directors) |
| <b>FEB 5-6, 2026</b>     | New Board Director Orientation in Washington, DC  |

### INTERESTED?

Due to the high ethical standards of the organization, professional referencing and an official public record check will be conducted on all leading candidates.

As Board positions are highly competitive, please be aware that while all applicants' materials will be thoroughly reviewed, not all applicants will be awarded interviews.

To submit your application for consideration as a Board Director of CFP Board, visit the following link:

[CFP.net/Board-Application](https://www.cfp.net/Board-Application)

Questions? Contact Christy Callaway at [ccallaway@cfpboard.org](mailto:ccallaway@cfpboard.org)