



CERTIFIED FINANCIAL PLANNER BOARD OF STANDARDS, INC.

Dan Drummond
Director, External Communications



Daniel F. Drummond joined CFP Board in June 2010 and is the Director of External Communications.

Mr. Drummond is responsible for the overall strategic direction and implementation of CFP Board's external communications program - including public affairs, corporate and consumer communications/advertising and media relations, serving as the organization's spokesperson.

Since joining CFP Board, Mr. Drummond has overseen and implemented several successful public relations campaigns that have garnered coverage on NPR and CNN as well as in *The New York Times*, *USA Today*, *The Wall Street Journal*, *The Washington Post* and *Investment News*.

Mr. Drummond is also responsible for leading CFP Board's Public Awareness Campaign – a multi-million dollar integrated advertising and public relations effort to raise awareness of the CFP® certification. He also oversees CFP Board's Consumer Advocate and CFP Board Ambassadors programs, which are focused on raising awareness of CFP Board, financial planning and the roles CFP® professionals have in local communities.

Mr. Drummond serves as CFP Board's representative to the Alliance for Investor Education, serves on the Executive Committee for the Financial Services Section of the Public Relations Society of America and has taught public relations courses at George Washington University and Howard University as an adjunct professor.

Before joining CFP Board, Mr. Drummond worked in senior positions at strategic communications firms including Powell Tate and Burson-Marsteller. Previously, Mr. Drummond was communications director for Congressman Jim Moran (D-VA) and a journalist, last writing for *The Washington Times*, where he covered the Virginia statehouse and transportation.

Mr. Drummond is involved with his community, having served three terms on the Fairfax City Council (non-partisan).

He received his Bachelor's degree in Political Science from Old Dominion University and his Master's degree in Government from Johns Hopkins University.

ABOUT CFP BOARD

The mission of Certified Financial Planner Board of Standards, Inc. is to benefit the public by granting the CFP® certification and upholding it as the recognized standard of excellence for competent and ethical personal financial planning. The Board of Directors, in furthering CFP Board's mission, acts on behalf of the public, CFP® certificants and other stakeholders. CFP Board owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™, CFP® (with plaque design) and CFP® (with flame design) in the U.S., which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements. CFP Board currently authorizes more than 72,000 individuals to use these marks in the U.S.