



CERTIFIED FINANCIAL PLANNER BOARD OF STANDARDS, INC.

**Gail B. Reisman, MBA**  
**Director, Marketing**



Gail B. Reisman joined CFP Board in March 2013 as Director of Marketing.

Ms. Reisman leads CFP Board's marketing team and plays an integral role in guiding key marketing initiatives, including increasing the number of CFP® professionals, retaining existing CFP® professionals and increasing consumer awareness of CFP® professionals.

Prior to joining CFP Board, Ms. Reisman served as Vice President of Advertising at Brand USA in Washington, D.C., where she led the advertising, promotional and digital efforts of the United States' official tourism office, including the global, award-winning "Land of Dreams" campaign. Previously, Reisman spent over a decade at Amtrak in various senior positions. As the Senior Director of Loyalty Marketing, she designed and launched Amtrak Guest Rewards, the company's first national frequent traveler program, and the associated Guest Rewards co-branded credit card. As the Senior Director of National Advertising she managed all advertising strategy and campaign development for the Amtrak brand nationally and for the highly successful Acela Express business in the Northeast.

Prior to Amtrak, Reisman held successively responsible positions at Philip Morris USA, managing brand teams and their advertising, new-product development and direct marketing efforts. Earlier in her career, Reisman was a Certified Public Accountant and Senior Auditor at Deloitte in Newark, N.J.

Reisman earned her MBA from Duke University's Fuqua School of Business in Durham, N.C., and Bachelor of Science Arts in Accounting and Business Administration from Muhlenberg College in Allentown, Pa.

**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.