



CERTIFIED FINANCIAL PLANNER BOARD OF STANDARDS, INC.

Elizabeth M. Stewart, Esq.
Chief Operating Officer



Elizabeth Maza Stewart, Esq. is CFP Board's Chief Operating Officer, providing the strategic vision for the organization's communications, professional practice and human resources functions.

Drawing from her extensive experience in business, strategic planning, marketing and communications, Stewart works to foster a high-performance culture within CFP Board.

In her role, Stewart guides the organization's stakeholder and public relations efforts, including its Public Awareness Campaign – a multi-million dollar integrated advertising and public relations effort to raise awareness of the CFP® certification. Overseeing the professional practice function, she advances the continued development of the rigorous CFP® certification program, including the CFP® Certification Examination, as well as registered and continuing education programs. In leading the human resources function, Stewart works to attract, develop and retain top talent to collectively achieve the organization's strategic goals and carry out its mission.

Stewart joined CFP Board in January 2017, bringing with her a vast amount of experience in the association and non-profit sectors. Prior to coming to CFP Board, Stewart was the founder and owner of a strategic consulting firm that provided management guidance to CEOs and senior staff at associations and non-profit organizations. From 2004 to 2011, she was a Vice President for the American Institute of Architects, where she led marketing and communications, revenue generating programs, strategic planning and public advocacy. Previously she had been at the National Rural Telecommunications Cooperative (NRTC), where she was the first-ever Vice President of Marketing for all business units of a telecommunications enterprise. Past experience included successively responsible management positions over seven years for marketing and planning at the American National Red Cross, where she developed a corporate brand strategy to achieve over 90 percent unaided awareness.

Eager to share her expertise with the next generation, she has served as adjunct faculty at the Catholic University of America and as a member of the Advisory Board of the School of Architecture at the University of Hawaii. She also serves as an attorney volunteer at Hogar Immigrant Services.

Stewart holds a Juris Doctor from the Catholic University of America, an M.A. in Economics from George Mason University and a B.A. in Economics from the University of the Philippines.