

CFP BOARD

CERTIFIED FINANCIAL PLANNER BOARD OF STANDARDS, INC.

Kevin Keller, CAE Chief Executive Officer



Kevin R. Keller is Chief Executive Officer of Certified Financial Planner Board of Standards, Inc. (CFP Board). Under his leadership, in support of CFP Board's mission 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, CFP Board is pursuing ambitious goals related to four overarching outcomes: increase public *Awareness* of CFP® professionals; increase *Access* by the public to the number of CFP® professionals; ensure there is *Accountability* of CFP® professionals; and further CFP Board's position as the *Authority* in financial planning.

Since Mr. Keller joined CFP Board in May of 2007, CFP Board has:

- Grown the number of CFP® professionals in the U.S. by more than 50 percent to more than 82,000, even while strengthening the CFP® certification requirements with the addition of new capstone course and other requirements.
- Overhauled the certification's rules and standards with a new *Code of Ethics and Standards of Conduct*, which requires CFP® professionals – among other things – to adhere to a fiduciary duty at all times when providing financial advice. The new *Code and Standards* are effective October 1, 2019.
- Launched its first major public awareness campaign to increase awareness of CFP® professionals, funded at about \$12 million a year, which has generated consistent and significant signs of positive momentum in consumer awareness of CFP® certification.
- Secured its reputation as a strong advocate for consumer and investor protection by implementing a fiduciary level of accountability on those individuals who use the CFP® mark in the delivery of financial planning services and working extensively with individuals, as well as firms that employ those individuals, to ensure compliance with those standards – the highest in financial planning.
- Relocated to Washington, DC and assumed a leadership role in advancing public policy positions related to financial planning that benefit the public, working in concert with other prominent financial planning organizations, and in collaboration with industry and investor protection organizations.
- Reengineered its disciplinary and enforcement process to increase transparency and accountability by including “public” non-certificants volunteers on hearing panels, with the objective of assuring safeguards for the public and a fair process for certificants.

- Released the *Financial Planning Competency Handbook* and the quarterly *Financial Planning Review*, both published by John Wiley & Sons, the first authoritative and seminal work that outlines the knowledge, actions and contexts associated with financial planning.
- Transitioned the comprehensive CFP® Certification Examination to a computer-based testing format.

Mr. Keller joined CFP Board after serving 16 years with the Association for Financial Professionals (AFP), a membership organization which provides products, education and training for treasury and corporate finance. At AFP, he held the position of senior vice president and chief operating officer for the prior seven years and managed programs and services for the 16,000-member organization. He led the organization's strategic planning process and enhanced and grew the Certified Treasury Professional credential.

Mr. Keller has held senior staff positions at several associations and earned the Certified Association Executive (CAE) credential in 2000. He holds a B.S. in agriculture and an M.S., both from Ohio State University.

ABOUT CFP BOARD

Certified Financial Planner Board of Standards, Inc. is a professional body for personal financial planners in the U.S. CFP Board sets standards for financial planning and administers the prestigious CFP® certification – one of the most respected certifications in financial services – so that the public has access to and benefits from competent and ethical financial planning. CFP Board, along with its Center for Financial Planning, is committed to increasing the public's awareness of CFP® certification and access to a diverse, ethical and competent financial planning workforce. Widely recognized by firms as the standard for financial planning, CFP® certification is held by more than 82,000 people in the United States.