

# EXECUTIVE POSITION PROFILE

## Managing Director Center for Financial Planning

---

**CFP BOARD**

---

This search is being conducted by:

**VettedSolutions**

Chicago, IL • Los Angeles, CA • Washington, DC

Telephone: +1.202.544.4749

 [vettedolutions.com](http://vettedolutions.com)  [@vettedolutions](https://twitter.com/vettedolutions)  [/vetted-solutions-llc](https://www.linkedin.com/company/vetted-solutions-llc)

---

Vetted Solutions is a proud member of:



# I. Opportunity

The **Managing Director** for the CFP Board Center for Financial Planning is an executive staff position responsible for developing and managing programs that increase the diversity and sustainability of the financial planning profession and raising funds. This position must also ensure a robust Body of Knowledge and a respected academic home for financial planning and related discipline faculty. The Managing Director will report to the Chief Executive Officer of the Certified Financial Planner Board of Standards, Inc.



## Key Responsibilities

- Partners with the CEO in setting the strategic direction of the Center for Financial Planning.
- Partners with various volunteer advisory groups to guide implementation of programs aligned with CFP Board's strategic priorities and facilitates outreach and connections to help the Center achieve ongoing financial viability.
- Oversees Center fundraising and ensures programmatic budgets are in line with funds raised.
- Develops strategies and executes programmatic initiatives that serve the Center's mission including Workforce Development, Workforce Diversity and Body of Knowledge/Academic Initiatives.
- Directs research initiatives that add to the financial planning Body of Knowledge; manages the on-going evaluation of the Center's research plan.
- Identifies synergies and designs partnerships with financial services firms, educational institutions and financial planning professionals as well as community organizations in advancing Center goals.
- Achieves fundraising goals and revenues, long term and annual, that are sufficient to sustain and grow the Center.

- Ensures that potential donors understand the value of the Center and are willing to provide substantial supports.
- Develops and executes an operational plan to effectively and efficiently achieve the annual and multi-year Center goals.
- Manages the overall work activities of employees within the Center, including establishing performance objectives, conducting performance reviews, and facilitating employee development.
- Develops and cultivates internal relationships with matrixed resources to facilitate the Center's outreach and goal achievement.
- Consistently lives and models the organization's core values, leadership and personal competencies.
- Performs other duties as assigned.

## Experience and Qualifications

- Successful design and implementation of a portfolio of comprehensive programs, initiatives and special events aligned with the organization's mission and objectives, as well as donor's goals.
- Broad knowledge and experience in cultivation and solicitation of major donors, corporate giving and sponsorship, individual and planned giving.

- Experience with diversity and inclusion, corporate social responsibility and/or academic initiatives or workforce development programs would be a plus.
- Ability to identify, recruit and engage volunteers effectively to deliver high quality programs aligned with the Center's mission.
- Ability to effectively oversee, interpret and evaluate research products.
- Understanding of financial services firms, educational institutions and financial planning practitioners desired.
- Demonstrated ability to build, develop, and lead a team of high-performing individuals.
- Strategic thinker with the ability to identify creative solutions to industry problems.
- Awareness, understanding and accountability for financial performance including planning, budgeting and forecasting.
- Exceptional written, oral, interpersonal and presentation skills.
- Results-oriented, strong organizational and prioritization skills, ability to multi-task, work collaboratively across the organization and with outside partners; ability to meet critical deadlines.
- High ethical standards and appropriate executive presence that instills confidence.
- Bachelor's degree in business or related field; advanced degree preferred.
- Minimum of 10 years of progressively responsible leadership positions, with strong preference for successful fundraising experience.
- Travel required.

## II. Organizational Overview

### About CFP Board

Certified Financial Planner Board of Standards, Inc. is the 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 and consumer groups as the standard for financial planning, CFP® certification is held by nearly 85,000 people in the United States.

### About Center for Financial Planning

The Center for Financial Planning is an initiative of CFP Board.



The financial planning profession faces significant challenges as its workforce ages while Americans' demand for financial planners continues to increase. The current workforce does not represent the diversity of the public that it serves. The profession faces a shortage of qualified faculty to teach the next generation of financial planners and conduct academic research that contributes to the financial planning body of knowledge.

These challenges are larger than any one organization or firm can tackle on their own and require a unified effort across all corners of the profession. The CFP Board Center for Financial Planning serves as the catalyst—bringing together CFP® professionals, firms, educators, researchers and experts—to address these challenges and build a more diverse and sustainable financial planning profession that can secure the financial future of all Americans.

## Vision

Every American has access to competent and ethical financial planning advice.

## Mission

To create a more diverse and sustainable financial planning profession.

## Relevant Strategic Priorities

- Serving as the respected **Authority** for the profession by setting standards, certifying financial planners and advancing the Center for Financial Planning.

Five-year Goal: The Center is recognized as the primary source for research and a convener for action in the areas of diversity and workforce development for the financial planning profession.

- Expanding **Access** to competent and ethical financial planning by increasing the number and diversity of CFP® professionals.

Five-year Goals: The number of female CFP® professionals grows to 23,100 and the number of African American and Latinx CFP® professionals grows by 50% from 2,700 to 4,000 by 2021.

## Priorities

- **Talent Pipeline or Workforce Development** – Cultivating a quality workforce to ensure the profession can recruit and retain the talent it needs to grow.
- **Diversity and Inclusion** – Fostering a more diverse financial planner workforce that reflects the changing demographics in the United States.



- **Knowledge for Practice** – Elevating the discipline of financial planning to increase the stature and recognition of financial planning faculty and educational programs and provide practitioners with cutting-edge knowledge to thrive and provide outstanding service to clients.

### The Center’s work on the Priorities includes:

- **Talent Pipeline or Workforce Development** – Publishing *Financial Planning Career Paths*; *Building More Sustainable and Successful Businesses* and launching the Financial Planner Re-Entry Initiative.
- **Diversity and Inclusion** – Publishing *Racial Diversity in Financial Planning: Where We Are and Where We Must Go* and hosting diversity summits.
- **Knowledge for Practice** – Publishing *Financial Planning Review*, a double-blind, peer reviewed academic journal, and hosting the annual academic Research Colloquium for Financial Planning and Related Disciplines.

## Volunteer Advisory Bodies

- **Advisory Council** – The Center’s Advisory Council brings together leaders from financial services firms, academia, and experts in workforce development and diversity to provide critical guidance on the development of the Center’s programmatic agenda across all three focus areas. The Advisory Council works closely with the executive leadership to set the Center’s programmatic priorities and provide the expertise needed to successfully execute them.
- **Campaign Development Committee** – The Campaign Development Committee is charged with providing strategic guidance and support for the Center’s Capital Campaign that is raising the necessary funds for the Center to implement and sustain its programming. Working in close collaboration with the committee, the Capital Campaign has successfully secured key corporate

sponsorships and individual contributions from more than 3,200 companies and individuals, totaling over \$12 million in commitments.

- **Workforce Development Advisory Group** – The Workforce Development Advisory Group is responsible for driving the Center’s efforts to improve the health of the talent pipeline by attracting and developing the next generation of financial planners. The group is composed of experts on talent acquisition and retention, leaders from financial services firms, heads of CFP Board Registered Programs, and outside experts and researchers.
- **WIN Council** – Comprised of experts in the areas of gender diversity, diversity and recruitment, as well as leaders from financial planning and advisory firms and CFP Board Registered Programs, the WIN Council advises the Center on and assists in the development of initiatives to increase the number of women entering the financial planning profession, seeking CFP® certification and advancing within the profession. The WIN Council has played an important role in developing key Center programs, including WIN Advocates and the WIN-to-WIN Mentorship Program, as well as partnerships with organizations such as Invest in Girls, Forté Foundation and Rock the Street, Wall Street.
- **Diversity Advisory Group** – Similar to the WIN Council, the Diversity Advisory Group is made up of diversity and recruitment experts, financial advisory firms, and CFP Board Registered Program representatives, and provides guidance on the development of research and initiatives related to racial and ethnic diversity. The Diversity Advisory Group spearheaded the Center’s study of diversity within the financial planning profession, led planning efforts for the 2018 Diversity Summit, and is currently developing the 2019 Diversity Summit agenda. The group has also been instrumental in building relationships with partner organizations such as the National Urban League.

## CFP Board Headquarters

1425 K Street, NW  
Suite 800  
Washington, DC 20005

## Digital Presence

Web: [www.centerforfinancialplanning.org](http://www.centerforfinancialplanning.org)  
[www.cfp.net](http://www.cfp.net)  
Twitter: [@CFPBoard](https://twitter.com/CFPBoard)  
Instagram: [@CFPboard\\_Center](https://www.instagram.com/CFPboard_Center)  
Facebook: [@CertifiedFinancialPlannerBoard  
ofStandards](https://www.facebook.com/CertifiedFinancialPlannerBoardofStandards)  
[@CFPLetsMakeAPlan](https://www.facebook.com/CFPLetsMakeAPlan)

## III. About Vetted Solutions

**Vetted Solutions** is a Washington, D.C. based executive search firm specializing in association, nonprofit, and hospitality/destination marketing community, recruiting and consulting. We focus on senior staff and CEO positions. For confidential consideration, please email your resume and cover letter to [CFPBOARDMDsearch@vettedolutions.com](mailto:CFPBOARDMDsearch@vettedolutions.com) or contact Vetted Solutions at +1 202 544 4749.

For more information about Vetted Solutions, please visit us at:

 [vettedolutions.com](http://vettedolutions.com)  [@vettedolutions](https://twitter.com/vettedolutions)  [/vetted-solutions-llc](https://www.linkedin.com/company/vetted-solutions-llc)

Vetted Solutions is a proud member of:

