

# EXECUTIVE POSITION PROFILE

## Chief Executive Officer

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FINANCIAL PLANNING ASSOCIATION

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# I. Opportunity

## Opportunity

The Financial Planning Association (FPA), a 501(c)(6) organization located in Denver, CO, is seeking its next Chief Executive Officer (CEO). FPA is the premier membership organization for financial planning practitioners who want to master the practice of financial planning, and who are committed to shaping the future of the profession. FPA's primary aim is to elevate the profession that transforms lives through the power of financial planning.



The next CEO will ideally have helped transform organizations to increase the value proposition for those they serve. The successful candidate will possess a combination of skills that include elevating the understanding of a profession, raising the visibility and impact of an organization, working closely with a chapter structure, and a passion for excellence in all that an organization does.

This is an outstanding opportunity for an entrepreneurial and innovative leader to partner with the Board, FPA's chapters, and a staff team of 38 to serve the organization's 20,000 members and a profession that transforms lives.

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## Key Accountabilities

### Advocacy, Communications and Partnerships

- Promotes higher visibility of the association and the profession with the financial planning community, the general public, government officials, related partners, thought leaders, and other stakeholder organizations.
- Advises on regulatory and legislative developments impacting the profession at the federal and state levels.
- Represents FPA and the financial planning profession to key stakeholders to build FPA's public image, that of its membership, and the financial planning profession.
- Acts as a key spokesperson for the association in collaboration with the volunteer President.
- Interacts with the membership, chapter executives and leaders, and other key stakeholders to understand their needs, maximize engagement, and promote member satisfaction.

- Cultivates new, and enhances existing, relationships with other key organizations that share a common set of objectives.
- Leads efforts to create new alliances, partnerships and collaborations that benefit members.

### Strategy and Leadership

- Provides forward-thinking leadership in the development and execution of organizational strategy and organizational structure in conjunction with the Board.
- Articulates and implements a clear vision for FPA as established by the Board and recommends and implements long-range strategic plans that will impact the relevancy of the association and the financial planning profession.
- Ensures that a state-of-the-art learning management system guides the association's delivery of educational offerings that help financial planners through the various stages of their careers.

- Advances, assesses and modifies the OneFPA Network Initiative and successfully implements and scales positive aspects that have been proven through the beta-test and participatory governance experience.
- Works closely and collaboratively with chapter leaders and executives.
- Advances the association's Diversity & Inclusion strategy and plan.
- Identifies new opportunities and/or challenges and recommends action to the Board of Directors as appropriate.
- Positions the organization to achieve a significant impact on behalf of the profession.
- Ensures a consistent strategy that engages the members in the organization, and that actively involves the chapters in that work.

#### Management

- Provides expertise and guidance in the governance of nonprofit organizations.
- Maintains awareness of legal and financial reporting requirements for nonprofit professional organizations and provides guidance to the Board.
- Works with the President to develop Board meeting content and agendas, leadership orientation, and governance development activities.
- Leads and continues to develop the organization's staff, inspiring and empowering them in their

roles. Cultivates collaboration and fosters a culture of integrity, teamwork, transparency, accountability, and ownership of results.

- Develops policies and procedures to allow for the efficient operation of the association within an annually established budget.
- Maintains an understanding of legal issues in the management of nonprofit organizations and ensures legal compliance and appropriate risk management.
- Hires, manages, and evaluates the staff of FPA.
- Provides monthly communications to the FPA Board, keeping them informed of key activities, including the financial health of the FPA.

### Experience/Qualifications

This is an exciting time for FPA and the profession that it serves. The next CEO of FPA should have significant experience leading an organization through transition and change and a track record of transparency in their leadership approach.

Desired specific skills and abilities include the following:

- Bachelor's degree.
- 10+ years of executive-level experience.
- Experience working with chapters or related affiliates.



- Strong strategic thinking ability and experience in both planning strategically and translating those plans into operations.
- Demonstrated ability to raise the visibility of an organization.
- Experience in building partnerships or coalitions to advance common goals.
- Experience in advocacy—positively impacting legislation and regulation.
- The ability to build commitment and excitement around a common vision.
- A commitment to ensuring that FPA is truly an inclusive organization for financial planning practitioners and those who support the financial planning process.



## Personal and Professional Qualities

The successful candidate will possess a wide range of personality traits and social skills necessary to work in the association sector. Candidates will possess personal and professional integrity, strong communication skills, highly-developed people skills, and strong listening ability. In addition, the successful candidate will have a combination of the following:

- Leadership – The ability to build a sense of shared purpose and commitment in others; a dynamic presence that inspires commitment and trust.
- Passion – the ability to become excited about the financial planning profession and to transfer the same excitement to others.
- Integrity – honest, trustworthy, and a leadership style that mirrors the values of the organization.
- Innovator and Forward Thinker – Moves beyond standard methods and solutions, seeing not only what is, but what can be, resulting in bold new programs and a boost in creative thinking.
- Communicator – the ability to present ideas in an interesting, understandable, and succinct manner; the ability to give impactful speeches to engage others.

- Collaborator – a natural tendency to build partnerships and foster alliances within a professional community to meet shared objectives and accomplish common goals.
- Action-oriented – Embraces new opportunities and challenges with a sense of urgency, high energy, and enthusiasm and can create the tools necessary for success.

## Measures of Success

While the Board will ultimately develop specific performance metrics with the new CEO, the following are key areas in which those metrics will be developed:

- The profession of financial planning is further elevated, and greater understanding exists as to how the profession transforms the lives of those it serves.
- The business model and approach to engaging members and others in the profession have been further defined, developed, and implemented.
- The organization is performing optimally, and there is transparency and engagement with the chapters.

## II. Organization Review

### About FPA

Based in Denver, Colorado, The Financial Planning Association® (FPA®) is the primary membership organization for financial planning practitioners who want to master the practice of financial planning, and who are committed to shaping the future of the profession.

We believe in elevating the profession that transforms lives through the power of financial planning. We believe in changing tomorrows. We do this by cultivating a community that provides inspiration, growth, amplification, and belonging. We provide support that advances financial planning practitioners throughout every phase of their career, encompassing the business, practice, and profession of financial planning.

### Our Core Values

**We lead with power and purpose.**

**We are passionate about our calling.**

**We strive for personal and professional excellence.**

**We connect for collaborative impact.**

**We care for and support each other.**

### Our Core Policy

The CERTIFIED FINANCIAL PLANNER™ certification and the standards it represents constitute the foundation of the financial planning profession.

### FPA Chapters

FPA has 86 active chapters and two state councils that host meetings and events throughout the year.

#### OneFPA

Due to the reality of the changing landscape in recent years, FPA determined it needed to consider structural changes.

A technology-driven economy, competition from the nonprofit and for-profit sectors, and the rapidly changing demographics of potential members—not to mention the increased business diversity of our membership base—are critical issues that FPA, and all voluntary membership associations, must address.

The OneFPA Network Initiative is a reorganization of the FPA enterprise that is now in the beta-test phase. The intent is to allow all key areas of FPA to work more closely and collaboratively with each other. In addition, OneFPA creates a process that seeks deeper and more impactful chapter leader input into the strategic direction of FPA.



## Volunteer Workgroups

Our work is driven by a focus on participatory governance and a coordinated approach across all aspects of FPA (national, local). FPA's Board of Directors appoints workgroups, committees, and task forces each year to assist the Board in achieving our work and vision. Each group is led by a board-appointed chair, who reports to the Board, with FPA members filling the rosters.

Through collaboration with staff, volunteers, the Board, and allied groups/partners as appropriate, we form a synergized team focused on doing work on behalf of FPA, our members, the profession, and the public served.

## Policy Committees

- Ethics
  - Develop standards and rules of membership and apply those standards on a case-by-case basis.
- Executive
  - Oversee the day-to-day strategic direction of the organization on behalf of the Board of Directors.
- Finance
  - Oversee the financial well-being of the organization.
- Member Advocacy Council
  - Provide input to the FPA Board (or staff) on issues related to the CFP Board, primarily concerning their Code of Ethics and Standards of Conduct.
- OneFPA Nominating Committee
  - Recommend to the FPA Board of Directors as a slate of Board members to serve on the FPA Board of Directors for the following calendar year for their review and approval.
- Public Policy Council
  - Provide input to FPA Board and staff on financial planning related legislative and regulatory issues - at the federal and state levels - affecting practitioners and the profession.



## Implementation Committees

- Awards/Recognitions
  - Oversee and select award recipients for Board approval.
- Diversity & Inclusion
  - Expand the participation of diverse communities within FPA.
- Pro Bono
  - Work in an advisory capacity to provide strategic framework and guidance to the pro bono program, ensuring that FPA chapters are equipped to deliver effective pro bono programs.

## Task Forces/Advisory Groups

- Annual Conference
  - Design and develop the program for the Annual Conference.
- Membership Advisory Group
  - Collaborate with FPA's membership staff and provide feedback on the organization's membership strategy and related activities.
- Past Presidents' Advisory Council
  - Serve in an advisory capacity to the FPA Board of Directors on issues that impact the financial planning profession and the OneFPA Network.
- Residency
  - Develop and oversee the FPA's Residency Program.
- Retreat
  - Design and develop the program for the Retreat.

## OneFPA Workgroups

- OneFPA Advisory Council
  - Consultative, advisory body that provides macro strategic input to the Board of Directors on key issues that impact FPA and the profession of financial planning.
- OneFPA Advisory Council Executive Committee
  - Direct liaison between the Board of Directors and the OneFPA Advisory Council and appoints the chapter representatives who serve on certain OneFPA committees.
- OneFPA Transition Task Force
  - Oversee all aspects of the development and implementation of the OneFPA Network.
- OneFPA Resource Coordination Committee
  - Review, but not approve, the annual operational plans and budgets of the beta-test chapters, oversee the integrated financial reporting process for beta-test chapters, and provide beta-test chapters with guidance in support of the optimal functioning of beta-test chapters.
- OneFPA Staffing Coordination Committee
  - Provide general oversight and guidance concerning the orientation, training, and support of the FPA staff of beta-test chapters.

## Board of Directors

- **Carl A. Wayne, JD**  
American Heart Association
- **Chris Draughon, CFP®**  
First Coast Wealth Advisors
- **Claudia Cypher Kane, CFP®, CIMA®, CPWA®, ADPA®, CDEFA®**  
Raymond James Financial Services
- **Dennis J. Moore, MBA, CFP®**  
Quest Capital Management, Inc.

- **Evelyn M. Zohlen, CFP®**  
Inspired Financial, LLC
- **Jason Plank, MBA, CFP®, CRPC®, AAMS®**  
Ameriprise Financial
- **Karen McDade, CFP®, AIF®, CDEFA®**  
Ashton Thomas Private Wealth
- **Kimberly Bridges, Ph.D., CFP®, CPWA®**  
BOK Financial
- **Martin Seay, Ph.D., CFP®**  
*2020 FPA President*  
Kansas State University
- **Patrick D. Mahoney**  
*Interim CEO*  
Board Secretary & Treasurer
- **Skip Schweiss, AIF®**  
*2020 FPA President-Elect*
- **Susan Danzig**  
Susan Danzig, LLC
- **James Lee, CFP®**  
Lee Investment Management
- **Robert van Beek, CFP®, FFP**  
About Life & Finance

## FPA Headquarters

1290 Broadway  
Suite 1625  
Denver, CO 80203

## Web Presence

Web: [financialplanningassociation.org](http://financialplanningassociation.org)  
Facebook: [@FinancialPlanningAssociation](https://www.facebook.com/FinancialPlanningAssociation)  
Twitter: [@fpassociation](https://twitter.com/fpassociation)  
LinkedIn: [/financial-planning-association/](https://www.linkedin.com/company/financial-planning-association/)  
Instagram: [@Financial\\_Planning\\_Association](https://www.instagram.com/Financial_Planning_Association)  
YouTube: [/FPATelevision/](https://www.youtube.com/channel/UC...)

## 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 **FPACEOsearch@vettedolutions.com** or contact Vetted Solutions at +1 202 544 4749.

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