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NAPFA CEO GEOFFREY BROWN STEPS DOWN AS OF NOVEMBER 15

Board Initiates Comprehensive Search for Permanent Successor

CHICAGO, IL – August 15, 2022— The National Association of Personal Financial Advisors (NAPFA) announced today that Geoffrey Brown, CAE, will step down from his role as CEO effective November 15, 2022. Brown will begin a new position as the President and CEO of The Illinois CPA Society on December 5, 2022. Founded in 1903, the Illinois CPA Society is one of the largest state CPA societies in the nation with more than 22,600 members.

The NAPFA Board of Directors, led by Chair Karla McAvoy, CFP®, will conduct a comprehensive search to fill the position and engage an interim CEO for the period between November 15 and the new CEO starting.

“NAPFA has excelled under Geof’s leadership, and we are all proud of his work,” said McAvoy. “He earned a stellar reputation for his leadership of the organization, which became increasingly influential with our partners and grew substantially in both members and programs. He will certainly be missed.”

During his nine-year tenure at NAPFA, Brown has improved the association’s organizational structure and addressed operational challenges, resulting in double-digit growth in membership and sustained revenue. He also led the development of NAPFA’s DEI initiative; expanded and diversified consumer awareness efforts; and successfully stewarded the organization through the pandemic.

“It has been an honor to serve the fee-only financial planning community,” shared Brown. “I am grateful for the NAPFA Board of Directors, our dynamic membership and committed partners, as well as the amazing staff I have been fortunate to work with. NAPFA has provided a great foundation to nurture my professional growth with its focus, engagement, and vibrancy.”

About NAPFA

Since 1983, the National Association of Personal Financial Advisors has provided Fee-Only financial advisors across the country with some of the highest standards possible for professional competency, comprehensive financial planning, and Fee-Only compensation. With more than 4,400 members across the country, NAPFA is the leading professional association in

the United States dedicated to the advancement of Fee-Only financial planning. Learn more at www.napfa.org.