



**FOR IMMEDIATE RELEASE**

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## **James J. (JJ) Williams, CFP®, MBA, Named Chair-Elect of NAPFA Board of Directors**

**CHICAGO, IL – September 1, 2026— The National Association of Personal Financial Advisors (NAPFA) is proud to announce that James J. (JJ) Williams, CFP®, MBA, has been elected Chair-Elect of the NAPFA Board of Directors. He will assume the role of Chair on January 1, 2028.**

JJ is the CEO and Founder of Williams Financial, LLC, where he leads a team dedicated to helping clients actively engage in their financial planning. With more than 20 years of experience, his career spans banking, marketing, operations, compliance, and higher education.

Within NAPFA, JJ has served as Secretary/Treasurer of the National Board of Directors, Chair of the Membership Committee, and a board member for the Northeast Mid-Atlantic Region. He has also taught business courses at Castleton University, Community College of Vermont, and Southern Vermont College and served as Department Chair of Entrepreneurship at Hudson Valley Community College (SUNY).

JJ's professional and volunteer experience reflects a longstanding commitment to education, strong governance, and the advancement of Fee-Only financial planning.

"I am honored to take on the role of Chair-Elect," said JJ. "I look forward to working alongside NAPFA's board, members, volunteers, and staff as we continue strengthening our community and advancing the value of Fee-Only financial planning."

### **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 4,500 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](http://www.napfa.org) [www.napfa.org](http://www.napfa.org)