



FINANCIAL PLANNING STANDARDS BOARD

**Financial Planning Standards Board
2010 Board of Directors Biographies**

Corinna Dieters, Chairperson
Australia



Corinna Dieters is the 2010 board chairperson for FPSB. As a consultant specializing in the areas of strategic decision-making, governance and business best practice, Dieters has more than 20 years of experience in the field of financial planning. She led the Financial Planning Association of Australia as chairperson from 2005 to 2007, and worked as a director of HLB Mann Judd Financial Services, a boutique financial planning firm in Australia. Dieters holds a bachelor's degree in education and a post-graduate qualification in business management. Dieters' term on the FPSB Board of Directors ends 31 December 2010.

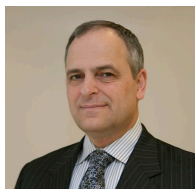
Karen Schaeffer, CFP, Chairperson-Elect, FPSB Council Chairperson
United States



Karen Schaeffer is the managing member and co-founder of Schaeffer Financial LLC, a financial consulting firm in suburban Washington, D.C., where she has developed a diverse client base including professional women, Foreign Service officers, foreign nationals and federal government employees. Schaeffer was the 2007 chairperson of U.S.-based Certified Financial Planner Board of Standards Inc., and chair of the organization's Public Policy Council in 2009. In addition to serving on CFP Board's governing body, Schaeffer was instrumental in facilitating the merger of two associations to form the US-based Financial Planning Association. Schaeffer also is a popular lecturer and seminar leader, with publishing credits including articles in *Business Review*, *Best's Review*, and the *Financial Planning Encyclopedia*. She also co-authored a book, entitled: *Education Savings Planning Guide*.

The 2010 FPSB Council chairperson, Schaeffer's term on the FPSB Board of Directors ends 31 March 2012.

James Kraft, CFP, CA, CLU, TEP
Canada



James Kraft is the president and CEO of PlanningWise Inc., a financial planning consultation firm that specializes in tax, trust, estate and transition planning services in Canada. With more than 20 years of experience, Kraft is a CERTIFIED FINANCIAL PLANNER professional and a Chartered Accountant that holds a master of taxation degree from the University of Waterloo in Ontario, Canada. A frequent speaker at professional seminars, Kraft co-authors "Comment," a newsletter published by Advocis, along with numerous other professional papers and articles. Kraft also sits on a variety of international and Canadian boards and professional societies. His term on the FPSB Board of Directors ends 31 December 2010.

Prem Govender, CFP
South Africa



Prem Govender is the owner of Mosswick Investments (Pty) Ltd., a financial planning, accounting and tax firm in Verulam, South Africa. She is a past chairperson of the Financial Planning Institute of South Africa (FPI), and has served on the KwaZulu Natal region of the FPI since 2001. In 2004, Govender was elected chairperson for the region, a position she relinquished to serve as the national non-executive vice chairperson of the FPI. She serves on three advisory committees of the Financial Services Board (the financial services regulator in South Africa) and is a director of the South African Savings Institute, a nonprofit organization dedicated to developing a robust culture of saving in South Africa.

A CFP professional and a Certified Professional Accountant, Govender holds BCom (accounting) and MCom (taxation) degrees. Govender also earned her advanced post-graduate diploma in financial planning from the University of the Free State in South Africa. Her term on the FPSB Board of Directors ends 31 March 2012.

Peeyush Gupta
Australia



Peeyush Gupta co-founded Ipac Securities in Australia 26 years ago and served as its inaugural chief executive officer for 13 years. Ipac Securities has grown into one of the largest integrated financial planning and portfolio management firms in Australia with a presence in Chinese Taipei, Hong Kong, New Zealand, Singapore and South Africa. A company director on a variety of commercial and nonprofit boards, Gupta also received the Inaugural Distinguished Alumni Award from the Australian Graduate School of Management in 2005 and the Financial Planning Association's Distinguished Service Award in 2003. His term on the FPSB Board of Directors ends 31 March 2013.

Steve Helmich
Australia



Steve Helmich is the financial planning, advice and services director for AMP Financial Services in Australia. With 36 years experience in the financial services industry, Helmich has spent the last 14 with AMP Limited as a managing director. He is responsible for AMP's person-to-person financial planning licensees, including nearly 700 CFP professionals. Helmich also chaired the Financial Planning Association (FPA) Board from 2002 to 2004, and was awarded life membership in the FPA in 2007. Prior to 1996, Helmich worked as state manager for Western Australia, leading the planning operations for the state. His term on the FPSB Board of Directors ends 31 March 2014.

Ian Johnston
United Arab Emirates



Ian Johnston is the deputy chief executive and managing director for Dubai Financial Services Authority (DFSA). At the DFSA, Johnston is responsible for regulatory policy, enforcement of financial services laws and provision of legal services. Over the past 10 years, he has held executive committee or commissioner level positions with three internationally respected regulatory authorities: Australian Securities and Investments Commission (ASIC), Hong Kong Securities and Futures Commission and DFSA. In 2004, Johnston was named one of the “10 Most Influential People in Financial Services,” for his work on financial services reform at ASIC by Money Management magazine. Johnston’s term on the FPSB Board of Directors ends 31 March 2014.

Luiz Maia
Brazil



A past president of the Brazilian Institute of Financial Planning (IBCPF), Luiz Maia founded Tripod Investments, a private equity and venture capital firm, in 2008. Tripod promotes and finances the growth of sustainable business in Brazil. Since 2002, Maia has also served as vice president at the Brazilian Association of Investment Banks (ANBID) overseeing certification and coordinating commissions of private equity, real estate and securitization funds. Previously, Maia was managing director and chief executive officer with ABN-AMRO, with responsibility for the company’s asset management activities in Latin America and Brazil. There, he also launched the first Social Responsible Fund (SRI) in South American emerging markets. Maia is a board member of Bovespa's Sustainability Index, the Center for Sustainable Studies of FGV - São Paulo, and ABN AMO's social responsible fund (Fundo Ethical). Maia has a masters of business administration from the Garvin Graduate School of International Management in the United States and a bachelor’s degree in civil engineering from Mackenzie University in Brazil. His term on the FPSB Board of Directors ends 31 March 2013.

Jane Wheeler, CFP
United Kingdom



Jane Wheeler is the principal of Direction Financial Planning LLP, a boutique fee-based financial planning firm in the southwest of England. A CFP professional and a Chartered Financial Planner, Wheeler is one of only 77 Fellows of the Institute of Financial Planning and she holds several advanced qualifications. A past president of the Institute of Financial Planning, Wheeler won the FT Money Management Retirement Planner of the Year competition in 2005, was voted the Professional Adviser IFA Personality of the Year in 2008 and was awarded the Professional Adviser Education award for her “DIY Financial Planning” book and other consumer-education initiatives in 2010. Wheeler’s term on the FPSB Board of Directors ends 31 March 2012.

Naoyuki Yoshino, Ph.D.
Japan



Professor Naoyuki Yoshino is a professor of economics at Keio University in Japan, and has been a visiting professor at universities around the world, including New South Wales University in Australia, Fondation Nationale Des Sciences Politiques in France and Gothenburg University in Sweden. A director of financial research and training center at Japan's Financial Services Agency, Professor Yoshino is chairperson of the JGB investors' meeting at Ministry of Finance, Fiscal Council (FILP Section), Ministry of Finance, and a board member of Japan's Federal Deposit Insurance Corporation. In 2009, he won the World Top 100 Educators award from Cambridge, England, and was nominated for the "Who's Who in the World 2009 and 2010." Professor Yoshino earned his doctorate from John Hopkins University and he has an Honorary Doctorate from Gothenburg University. His term on the FPSB Board of Directors ends 31 December 2010.

Noel Maye, CAE
FPSB CEO



Noel Maye is the chief executive officer for FPSB, a nonprofit association that benefits the global community by establishing, upholding and promoting worldwide professional standards in financial planning. Before joining FPSB, Noel was senior vice president of Certified Financial Planner Board of Standards. During his nine-year tenure with CFP Board, Noel oversaw the International, Legal, Consumer & Public Affairs, and Communications Departments, and served as corporate spokesperson. Prior to joining CFP Board, Maye was an associate with Ogilvy, Adams & Rhinehart, a New York-based public relations firm, where he specialized in working with financial services clients including Chemical Bank, Financial Guarantee Insurance Company and CFP Board.

Maye received the Certified Association Executive credential in 2003, is qualified as a lead auditor for certification bodies through the American National Standards Institute, and is a member of ISO's International Accreditation Forum Working Group for Personnel Certification Accreditation. Born and raised in Ireland, Noel holds an undergraduate degree in electronic engineering from Trinity College in Ireland and a master's degree in business administration from the University of Colorado in the United States. As FPSB CEO, Maye is a non-voting member of FPSB's governing body.

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