BRIAN R. KORB, PhD, CFA, CFP®

ACADEMIC POSITIONS:

2008 – Present **TEXAS TECH UNIVERSITY**, Personal Financial Planning Division, Lubbock, TX
Associate Professor of Personal Financial Planning

- Plan, organize and teach undergraduate and graduate courses in advanced investment planning.
- Conduct research into issues surrounding the financial planning and investment education and literacy of military service members, their families, widows, and other underserved populations.

2002 – 2008 **TRINITY WESTERN UNIVERSITY**, School of Business, Langley, BC
Associate Professor of Finance (Tenured)

- CFP® Program Director and coordinator for all finance courses for the 500 undergraduate and 20 graduate students in the School of Business.
- Planned, organized and taught courses in personal financial planning, corporate finance, investment theory, applied investments, advanced corporate finance, advanced personal financial planning, money & banking and business ethics.
- Selected as Professor of the Year by business students for 2002-2003, and 2005-2006.
- Created new courses in introductory and advanced personal financial planning, as well as applied investments.
- Developed and registered a personal financial planning bachelor-level degree program with the Financial Planners Standards Council, the Canadian licensor of the CFP® certification. It is the only such program west of Manitoba and one of only five such programs in Canada. Students graduating from this accredited program will be able to sit for the national certified financial planner (CFP®) Examination. This program provides business students a clear career path and a major step towards a professional designation.
- Revised and updated the entire finance curriculum to include course sequence, requirements, textbooks, lesson plans and lecture notes.
- Consistently rated above average by students on evaluations to include the crucial areas of clarity of objectives, knowledge of content area, effective communication and overall quality of teaching in spite of receiving above average scores in level of workload, level of difficulty, and degree of effort.

2003 **SCHWESER CFA STUDY PROGRAM (KAPLAN),** Vancouver, BC
Instructor

- Taught equity analysis, ethics and portfolio management to financial professionals in this weekly chartered financial analyst (CFA) exam prep course.

1993 – 1994 **ASPEN UNIVERSITY,** Denver, CO
Consultant

- Devised the sequencing and content of the quantitative courses to help create Aspen's new MBA program to include: Accounting, Quantitative Analysis, Finance and Managerial Economics.
- Designed and developed the course descriptions, goals, module objectives, reading & homework assignments, application-oriented learning activities, spreadsheet applications, student assessment instruments and student guides for the Accounting (Financial & Managerial) and Managerial Economics courses.

1987 – 1990 **UNITED STATES MILITARY ACADEMY (West Point)**, Department of Social Sciences, NY
Assistant Professor of Finance (USAF Captain)

- Effectively planned, organized, and communicated principles of economics, personal finance and investments to cadets at West Point.
- Directed the personal finance and investments course.
- Developed software applications to support financial decision making.

EDUCATION:

Doctor of Philosophy (PhD), 2006
Iowa State University, Ames, IA

- Majored in family and consumer sciences education.
- Dissertation title - Baby boomer widows: The process of working with a professional financial advisor.
- Awarded scholarships from Iowa State based on high academic excellence.
- Received a $5,000 national fellowship from the American Association of Family & Consumer Sciences.
- Selected to Kappa Omicron Nu, Phi Kappa Phi and Phi Upsilon Omicron national honor societies.

Master of Business Administration with distinction (MBA), 1987
University of Michigan, Ann Arbor, MI

- Majored in Finance.
- Received full scholarship from the U.S. Air Force.
- Selected to Financial Management Association National Honor Society.
- Selected to Beta Gamma Sigma.

Bachelor of Science (BS), 1982
United States Air Force Academy, Colorado Springs, CO

- Majored in Management.
- On Dean's List.
- Squadron Honor Representative.

Continuing Education

- Maintain my U.S. certified financial planner (CFP®) certification, which requires adherance to the CFP® code of ethics, attendance at an approved ethics course and 30 hours of continuing education credits in financial planning every two years.
- Maintain my chartered financial analyst (CFA) charter, the top professional worldwide designation in investment management. This requires compliance with the CFA code of ethics as well as 20 hours annually of continuing education credits in investment management topics.

PUBLICATIONS/CONFERENCES/PR:

- *Creating and Delivering a Global Financial Planning Body of Knowledge* paper presented at the Financial Planning Standards Board Education Adisory Panel meeting, 2007.
- Reviewer of the sixth Canadian edition of *Investments* published by McGraw-Hill Ryerson, 2007.
- Reviewer of the first Canadian edition of *Essentials of Corporate Finance* published by McGraw-Hill Ryerson, 2007.
- Author of *Financial Planning God's Way*, 2006.
- *Leadership Actions to Deal with Proposed or Pending Mergers in Family & Consumer Sciences Higher Education Programs* conference presentation at the 2006 American Association of Family & Consumer Sciences (AAFCS) annual conference, Charlotte, NC.
- *Holistic Wealth Management*, a working paper presented at the research to practice roundtable discussions at the above AAFCS conference, 2006.
- Unpublished, peer-reviewed papers on *Leadership*, *Program Development*, *Judging Research Journal Articles*, *Financial Education of Widows*, and *Childhood Obesity*, 2005.
- Leola Adams, PhD, biography chapter submitted for publication in *African American Women: Contributions to the Human Sciences*, 2005.
- Reviewer of finance-related papers and proposals submitted for presentation at the Christian Business Faculty Association 20th annual conference, 2004.
- Building Diversity by Mentoring Minorities, co-authored journal article with Virginia Vincenti, PhD, *Journal of Family & Consumer Science,* 2004 (in revision).
- Leadership Actions to Deal with Proposed or Pending Mergers in Family & Consumer Sciences Higher Education Programs, co-authored paper with Mary Ann Campbell, 2004.
- Reviewer of the first Canadian edition of *The Economics of Money, Banking, and Financial Markets* published by Pearson-Addison Wesley, 2003.
- Contributing author to the 2nd edition of the *Armed Forces Guide to Personal Financial Planning*, 1991.
- Attended the CFP® program directors conference and the Financial Planning Association national conference in Seattle, September 2007.
- Attended the American Association of Family and Consumer Sciences national conference in Charlotte, NC, 2006.
- Attended National Association of Personal Financial Planner (NAPFA) western regional conference on advanced financial planning issues in Vancouver, BC, October 2003.
- Attended Christian Business Faculty Association national conference in fall 2002 in Idaho.
- Interviewed in 2002 regarding the Iraq war and economic implications on the local CBC TV station and numerous talk radio shows.
- Quoted in the nationally circulated *Advance, Black Enterprise, Financial Planning, Registered Representative*, *Registered Investment Advisor* and *Investment Executive* magazines as well as the *Dayton Daily News, Dayton Business Journal* and numerous Associated Press news articles.

PROFESSIONAL WORK EXPERIENCE:

1994 – 2002 **LIFEPLAN FINANCIAL GROUP, INC.** , Dayton, OH
Vice President & Managing Principal

- Created LifePlan's *LifePlanning Premier Service* offering ongoing estate planning, financial planning and portfolio management services to high net worth clients.
- Created and successfully implemented LifePlan's first multi-channel marketing plan.
- Oversaw more than $75 million of client portfolio assets under management.
- Devised customized estate planning solutions for legacy planning of high net worth clients.
- Analyzed and formulated client-specific portfolio strategies to include asset allocations, investment recommendations and ongoing portfolio rebalancing.
- Worked with teams of accountants and lawyers to create and implement strategies to fill a client's estate and financial planning needs.
- Led and developed the LifePlan team of eight individuals.
- Created and presented investment and financial planning seminars.

1993 – 1994 **AARON, PAINE & KORB**, Encinitas, CA
Founder and Senior Consultant

- Provided corporate and personal financial planning advice to business owners.
- Successfully negotiated disputes and debts of corporations to settle matters out of court and at substantial savings to clients.

1993 **APPLIED RETAIL SOLUTIONS**, San Diego, CA
Director of Finance

- Created the Company's first Marketing and Business Plans, while serving as its Strategic Planner.
- Developed budgets, financial reports and project management reports to effectively control scarce resources.
- Performed all accounting, treasury and financial analysis functions.

1991 – 1992 **KEY TECHNOLOGIES INTERNATIONAL**, San Diego, CA
Vice President, Finance and Administration

- Raised over $5 million through private stock offerings.
- Supervised the accounting and administrative staff while controlling the finances of this 50-employee high technology company.
- Developed and executed budgets, financial analyses and forecasts through the use of computer modeling.
- Installed and maintained a complete networked accounting system, reducing accounting expenses over $25,000 annually.
- Created and administered two stock option plans.
- Implemented a new health insurance plan, saving $50,000 annually.

1990 **SELF-EMPLOYED**, San Diego, CA
Financial Consultant

- Developed financial models to effectively budget the finances of a $50 million company.
- Set up new accounting systems to accurately track and allocate revenues and expenses.
- Created sales tracking systems to monitor distributors' performance.

1987 – 1990 **UNITED STATES MILITARY ACADEMY**, West Point, NY
Assistant Professor (USAF Captain)

- See above.

1985 – 1987 **UNIVERSITY OF MICHIGAN**, Ann Arbor, MI
Full-time MBA Student (USAF Captain)
- On full scholarship from the US Air Force (AFIT/CI).

1982 – 1985 **AERONAUTICAL SYSTEMS DIVISION,** WPAFB, Dayton, OH
Finance Manager (USAF Lieutenant)
- Supervised four people while managing the finances of a $6 billion missile program.
- Designed, wrote, and implemented a software application to estimate program cost, reducing analysis time by 90% and saving over $100,000 annually.

COMMUNITY SERVICE EXPERIENCE:

2002 - 2008 **TRINITY WESTERN UNIVERSITY**, Langley, BC
Business Student Mentor
- Meet with a few select business students on a regular basis to foster their personal growth and preparation for the business world.

Committee Involvement
- Chairman, Faculty Salary Committee, 2007- 2008
- School of Business Development Committee, 2005-2006
- Intellectual Property Rights Committee, 2003- 2008

Faculty Advisor to the Personal Financial Planning Club
- Created and advise this Club for students interested in personal financial planning as a career. The Club provides students the opportunity to meet local CFP® practitioners and learn about a financial services career, as well as prepare for the CFP® examination.

Personal Financial Planning Advisory Group
- Created this advisory group of local CFP® practitioners to provide guidance, and assistance in the establishment and growth of our registered CFP® education program.

Presentations to the TWU Community
- School of Business Mentorship speaker
- Retirement planning presentation to faculty and staff
- New student parent meeting faculty panelist
- Faculty retreat discussion group leader
- TWU community day speaker

1997 – 2002 **DAYTON CHRISTIAN SCHOOLS**, Dayton, OH
Investment Committee Member
- Advised Dayton Christian on fund raising issues, specifically relating to endowments.
- Oversaw the management of Dayton Christian's endowment and trust funds.

1994 – 2002 **FAIRCREEK CHURCH**, Dayton, OH
Teaching Member and Financial Advisor
- Created and taught application-oriented Sunday morning adult classes.
- Researched and advised the Board of Elders regarding pastor compensation packages.

1991 – 1993 **HEART TO HEART ADOPTION SERVICES**, San Diego, CA
Treasurer
- Served on the Board of Directors to direct the operations of this independent adoption service.
- Managed all financial matters for the adoption service.

1983 - 1985 **WRIGHT-PATTERSON AFB,** Dayton, OH
- Helped to begin a volunteer financial counseling service for the 30,000 military and civilian employees on base.

PROFESSIONAL SERVICE EXPERIENCE:

- Selected as the only Canadian to advise the Financial Planning Standards Board on its Education Advisory Panel, 2007.
- Selected as 1 of 6 finance professors in Canada to form the Financial Planners Standards Council's (FPSC) Academic Advisory Committee to guide CFP curriculum and course development, 2007.
- Selected as 1 of 13 out of 16,500 CFP certificants in Canada to advise the FPSC on the newly formed Certification Scheme Advisory Committee to revise CFP education, examination and experience requirements, 2005.
- Volunteer participant, U.S. CFP Board Job Analysis Task Force Meeting, September, 2004.
- Volunteer panelist, U.S. CFP Board of Professional Review disciplinary case hearings, June 2004.
- Past Treasurer of the Dayton, Ohio Chapter of the International Association for Financial Planning (now Financial Planning Association).
- Past President-elect of the Miami Valley (Southwestern Ohio) Society of the Institute of Certified Financial Planners.

PROFESSIONAL DESIGNATIONS & LICENSES:

- Chartered Financial Analyst (CFA), 2000
- Certified Financial Planner (CFP®) certificant, 1992
- One of only 800 financial professionals in North America who hold both the CFP® and CFA certifications, the top professional designations in financial planning and investment management, respectively.
- Formerly NASD Series 7 and 63 securities licensed, as well as insurance licensed in the state of Ohio.

PROFESSIONAL AFFILIATIONS:

- American Association for Family and Consumer Sciences, 2003 – present
- Family and Consumer Sciences Education Association, 2003 - present
- National Association of Personal Financial Planners (NAPFA), 2003 – present
- Vancouver Society of Financial Analysts, 2002 – present
- Christian Business Faculty Association, 2002 – 2008
- CFA Institute, 1998 - Present
- Dayton Society of Financial Analysts, 2000 - 2002
- Dayton Chapter of the Financial Planning Association, 1999 - 2002
- Dayton Chapter of the International Association for Financial Planning, 1994 - 1999
- Miami Valley Society of the Institute of Certified Financial Planners, 1994 - 1999.

AWARDS:

- Professor of the Year, TWU School of Business, 2005-2006
- Professor of the Year, TWU School of Business, 2003-2004
- U.S. Army Meritorious Service Medal, 1990
- U.S. Air Force Commendation Medal, 1985