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## **Dr. Wolfgang Reitinger To Take Reigns as New EFPA Standards and Qualifications Committee Chairman**

*Dr. Reitinger to succeed Susan Middelboe; longstanding Standards and Qualifications Committee Chairperson and Driver of New Competence Based Educational Programs and Qualifications Standards.*

Dr. Wolfgang Reitinger will step in as Chairman of the EFPA Standards and Qualifications Committee on June 1, 2011. In the interim Dr. Reitinger will meet with Ms. Susan Middelboe, the current Chairperson of the SQC, and with the EFPA Chairman of the Board of Directors, Mr. Constantinos Christofides, to delineate the role and expectations of the new Standards and Qualifications Committee Chair.

Of his appointment, Dr. Reitinger highlighted a future focused agenda leading to dramatic change. "I am very pleased to have been appointed as Chairman of the EFPA Standards and Qualification Committee. After many years of experience in business with private clients, I am convinced that professional advice will become a key and differentiating factor for the future development of the financial services sector. To support this development, high quality education for financial advisors is critical. Assuring quality at the various levels and defining qualification standards is one goal; translating those standards, clarifying their purpose across Europe and strengthening the independent professional certification system EFPA created are also crucial objectives. Achieving these objectives is a great challenge and an immense opportunity for EFPA in the coming years. A common, fully aligned approach across Europe is a must as the continent grows together. I am proud to be able to contribute to this great endeavor"

Dr. Reitinger brings a wealth of financial planning knowledge to the EFPA Standards and Qualifications Committee. He has worked in the financial industry for more than 25 years and looks back on more than 20 years of experience in financial planning and advisory services. In that capacity, he headed the largest German financial planning company; Commerz Finanz Management GmbH. Dr. Reitinger was the Chairman of the German Financial Planning Standards Board for 10 years. In that time, FPSB Germany established and grew the Financial Planning culture and the concept of comprehensive advisory services both within the German banking industry and with independent financial advisors. Dr. Reitinger helped to establish Generally Accepted Financial Planning Guidelines (including a code of ethics) and to define the standards of education for various educational program providers in Germany with a centralised examination structure. Additionally, Dr. Reitinger worked closely with the international FPSB standards committees regarding national and international accreditation. Finally Dr. Reitinger was involved in the discussions with the German DIN (ISO) organisation when Germany developed the German financial planner ISO standard DIN / ISO 22222. In 2011 Dr. Reitinger joined the Frankfurt School of Finance & Management, Frankfurt.

Dr. Reitinger steps into his role as Chairman of the EFPA SQC at a time of great change within the Association. EFPA is currently completing a root to branch retrofitting of its EFPA European Financial Planner and EFPA European Financial Advisor qualifications. Consequently, the input-based educational programs and assessments are being converted to output - and competence - based educational programs and examinations. Dr. Reitinger will also be heading EFPA's prioritised efforts to meet certificate holder needs for cross border recognition of EFPA qualifications.

Remarking on her years of service to EFPA, Ms. Middelboe stated, "It is with sadness that I leave the SQC. However, I am very proud of what the SQC achieved in the last eight years. We created a unique European Core Competence Framework for the EFPA European Financial Advisor and Planner and guided the accreditation of vastly different European Affiliates and educational cultures through to certification. Without the diligent help of the past and present Members of the SQC, I could not have achieved the success we have enjoyed: their dedication and commitment has been my strength. I wish my successor all the best. Thank you EFPA for what you have given me."