Chia-Li Chien, PhD, CFP®, PMP®, CPBC
P.O. Box 481008, Charlotte, NC 28269-9598
(704) 268-9378 & email: jolly@chialichien.com
(Chia-Li Chien is pronounced Jolly Jan)

EDUCATION

Ph.D.	**Financial and Retirement Planning** The American College of Financial Services (Dec 2018) *Dissertation*: Practical Strategies to Enhance Retirement Success Rates in the United States.
M.S.	**Financial Services (MSFS)** The American College of Financial Services (Mar. 2014)
M.S.	**Insurance, minor in MIS** (Management Information Systems) University of Hartford (Dec. 1991) *Thesis*: Director and Officers Liabilities
B.S.	**Finance**, minor in Accounting Central Connecticut State University (Dec. 1989)

ACADEMIC EXPERIENCE

Assistant Professor and Director of Financial Planning Program, California Lutheran University, Thousand Oaks, CA Aug 2018 to present. (Tenure track, an ACBSP University)

- Manage the Financial Planning program in MBA/MS/BS degrees and Faculty
  - Develop & manage program curriculum & assessments for ACBSP and WASC accreditation
- Driving enrollment, engaging financial planning industry partners and outreach to the planning communities
- Develop and manage program branding in Advisory Council and NextGen Mentoring Forum webinars
- Develop & manage articulation agreements with University of California systems.
  - University of California Los Angela (UCLA)
  - University of California Irvine (UCI)
  - University of California Santa Cruz
  - University of California Berkeley
- Develop & manage joint CLU scholarship with CFP Board
- Chair the Graduate Academic Standard Committee (GASC)
- Develop & manage digital learning standard within Financial Planning program
  - Ranked #7 in the "The 10 Best Online CFP Programs" on July 2, 2021[1]
- Lecture & course development:
  - MFP521 Introduction to Financial Planning (graduate)
  - MFP525 Employee Benefit and Retirement Planning (graduate)
  - MFP598 Capstone Course in Financial Planning (graduate)
  - MFP534 Financial Planning for Small and Family Businesses (graduate)
  - MFP545 Financial Behavior (graduate)
  - UNIV101 First Year Seminar (undergraduate)

[1] Financial Advisor. (July 2, 2021). The 10 Best Online CFP Programs. Retrieved From: https://www.fa-mag.com/news/the-top-10-best-online-cfp-programs-of-2021-62912.html?section=219&page=4

- Course development only:
    - MFP530 International (cross-border) Estate Planning (graduate)
    - MFP538 Financial Counseling (graduate)
    - MFP522 Tax Planning (graduate)
    - MFP542 Investment Planning (graduate)
    - MFP539 Practice Management (graduate)
    - UNIV102 Introduction to Personal Finance (available to all undergraduate students)

Instructor & CFP® Program Director, Ball State University, Muncie, IN Aug 2015 to July 2018. (An AACSB university, ranks top 3 in Indiana public universities)

- Grew the program from six to 94 students in two years.
- Lectured courses:
    - BUS300 Principal of Corp. Finance (undergraduate)
    - BUS498 Financial Planning–Capstone (undergraduate)
- Developed and received new course approval of Financial Planning–Capstone
- Coordinated and obtained CFP® Registered Degree Program from CFP® board

Instructor, University of People 2014 to June 2015

BUS 4401: Entrepreneurship II (undergraduate)
BUS 2204: Personal Finance (undergraduate)

INDUSTRY EXPERIENCE (non-academic)

Program Director, Value Growth Institute, Charlotte, NC Aug 2009 to present
Succession Portfolio strategy, consulting and management in the area of:
1) Employee Succession 2) Customer-Driven Succession and 3) Investor Succession.
Programs or projects include:

- Design and integrate **multi-transfer channels Succession strategy**
- Design Comprehensive Personal Financial Plan that aligns with Succession plans
- Part-time CFO Service: Financial Planning & Analysis, CAPEX Investment, Capital restructure
- Implement SAP Financial Systems i.e. FICO and OTC
- Develop Key Management Team (KMT) and human capital capacity planning
- Develop & monitoring Leading Key Performance Indicators (KPIs)

Faculty, American Management Association 2011 to present
Facilitate experiential learning with Fortune 500 management teams:

- Financial Forecasting
- Financial Modeling
- Cost Accounting
- Project Management
- Process Management
- Risk Management
- Fixed Asset Management

Seminar development

- Business Acumen Certificate Program

Lincoln Financial Group Aug 2005 to Aug 2009
A leading comprehensive financial planning **Fortune 250 company**, $9B revenue & $234 B under management

Exit Planning Advisor

- Repositioned and implemented exit strategies to maximize owner equity value.
- Developed **personal comprehensive financial** plan by utilizing Lincoln proprietary planning software and **eMoney** to streamline financial independence plan of actions in estate, chartable, business succession, investment, college and retirement income area.
- Facilitated and systematized client's other trusted advisors to successfully implement plan of actions
- Implemented financial products such as **EP IRAs, Keoghs, 401(k), variable Annuity, Asset Under Management** to achieve client's financial goals
- Facilitated weekly Sales role-play and monitor critical success factors to achieve **regional** goal

Diageo North America, Stamford, CT Jan 1999 to July 2004
A world largest adult beverage and a **Fortune 100 company.**

Director of Systems – Corp. Finance

- Directed a $5 million department budget and $32 million SAP project budget.
- Managed three M&A projects

Royal & Sun Alliance, Farmington, CT 1997- 1998
Formally Orion Specialty Insurance, a **Fortune 150 company**

Project Manager in Sales and Marketing

- Project managed sales and marketing systems related development.

ABB, Windsor, CT 1991-1997
Formally Combustion Engineering, a **Fortune 500 company**

Financial Systems Engineer

- Developed bidding system for Nuclear Power Plant System 80+

CIGNA, Waterbury, CT 1990-1991
Formally Third Party Administer for Group Universal Life, a **Fortune 100 company**.

Financial Systems Analyst

- Developed 3rd party billing systems

PROFESSIONAL CERTIFICATIONS

Extended DISC Certified Professional: Sept 2021.
CPBC (Certified Professional Business Coach) Exam: May 2021, License: June 2021.
CFP® (Certified Financial Planner) Exam: Mar 2005, License: Aug 2008
PMP®(Project Management Professional) Dec 2004
6 Sigma **Green Belt** Certificate Dec 2006
CRPC (Chartered Retirement Planning Counselor) Nov. 2007
CTEP (Chartered Trust and Estate Planner) Dec. 2006
FP&A (Certified Corporate FP&A Professional), part 1, Aug 2016.

ACADEMIC PUBLICATIONS (Blind Peer-reviewed)

Chien, C.L. (in press). Accounting for Retirement Asset Distributions During the Decumulation Stage of Life. In Grable, J. & Chatterjee, S. (Eds.), Handbook of Personal Finance. De Gruyter. Chapter DOI: 10.1515/9783110727692-023 https://www.degruyter.com/document/isbn/9783110727692/html

Chien, C., (2022). How should CBC credit union analyze the effectiveness of a pilot financial education course for working adults?. In SAGE Business Cases. SAGE Publications, Ltd., https://www.doi.org/10.4135/9781529796445

Chien, C., Cosentino, S. W., & Salehi, H., (2022). Retirement income: The case of direct investment in short-term rental property compared to a dividend stock. In SAGE Business Cases. SAGE Publications, Ltd., https://www.doi.org/10.4135/9781529794274

Chien, C., Cosentino, S. W., & Thiel, J. F., (2021). Forecasting assessment revenue: The case of ventura county lodging association. In SAGE Business Cases. SAGE Publications, Ltd., https://www.doi.org/10.4135/9781529758184

Chien, C., (2021). Succession planning in ensemble financial planning practice. In SAGE Business Cases. SAGE Publications, Ltd., https://www.doi.org/10.4135/9781529735956

Chien, C. (2019). Enhancing retirement success rates in the United States: Leveraging reverse mortgages, delaying social security, and exploring continuous work. Switzerland, Cham: Springer International Publishing. https://doi.org/10.1007/978-3-030-33620-2

Chien, C.L. (2017). Selling a Planning Practice: The Relationship between Revenue Multiple and Revenue Size. Journal of Financial Planning 30 (3): 52–61. https://www.financialplanningassociation.org/article/journal/MAR17-selling-planning-practice-relationship-between-revenue-multiple-and-revenue-size

PEER-REVIEWED CONFERENCE PRESENTATIONS (Blind Peer-reviewed)

- Chien, C-L. (Sept 21, 2021). The Retirement Income: The Case of Short-Term Rental Property Direct Investment Compared to a Dividend Stock. Virtual: 2021 The Academy of Financial Services 35th Annual Meeting. https://mtgsked.com/p/1306/c
- Turner, K. & Chien, C-L. (July 29, 2020). The Impact of Mid-Late Career Health Shocks on Retirement Wealth. Virtual: The 13th Biennial Virtual Conference of Asian Consumer and Family Economics Association (ACFEA).
- Turner, K. & Chien, C-L. (Oct. 1, 2020). The Impact of Mid-Late Career Health Shocks on Retirement Wealth. Virtual: 2020 Academy of Financial Services.
- Turner, K. & Chien, C-L. (Nov. 16, 2020). The Impact of Mid-Late Career Health Shocks on Retirement Wealth. Virtual: 2020 AFCPE® Research & Training Virtual Symposium.
- Chien, C.L. (2019b). Practical Strategies to Enhance Retirement Success Rates in The United States (part 3 of 3). Minneapolis, MN: 2019 Academy of Financial Services.
- Chien, C.L. (2019c). What are the U.S. Retirement Population Success Rates When Using HECM? Arlington, VA: 2019 Academic Research Colloquium for Financial Planning and Related Disciplines, CFP Board.

- Chien, C.L. (2018). Practical Strategies To Enhance Retirement Success Rates In The United States: Base Model. Chicago, IL: 2018 Academy of Financial Services.
- Chien, C.L. (2018). What Are the U.S. Retirement Population Comprehensive Assets' Success Rates? Arlington, VA: 2018 Academic Research Colloquium for Financial Planning And Related Disciplines, CFP Board.
- Chien, C.L. (2017). Advising Privately Business Owners Industry Specific Selling Factors. Nashville, TN: 2017 Academy of Financial Services.
- Chien, C.L. (2017). Will Pro Bono as Continuing Education credits enhance CFP as a profession in extending social contracts? Nashville, TN: 2017 Academy of Financial Services.
- Chien, C.L. (2017). Can the Social Security Trust Fund Sustain Financial Stability if Individuals Opt Out? Arlington, VA: 2017 Academic Research Colloquium For Financial Planning And Related Disciplines, CFP Board.
- Chien, C.L. (2017). Selling a Planning Practice: The Relationship between Revenue Multiple and Revenue Size. Arlington, VA: 2017 Academic Research Colloquium For Financial Planning And Related Disciplines, CFP Board.
- Chien, C.L. (2016). Connecting "Filial Piety" Culture Heuristic to Successful Retirement Planning for Asian American Immigrants. Las Vegas: 2016 Academy of Financial Services. https://goo.gl/Kzujbj

OUT FOR BLIND PEER-REVIEW

None.

WORK IN PROGRESS

- Author: Chia-Li Chien, Ph.D., CFP®, PMP®
- Title: Writing in Succession Planning for Privately Held Businesses (preliminary)
- Publisher: target Palgrave Macmillan (at Springer International Publishing)
- Estimated timeline
  - Manuscript Fall 2021 through Fall 2022
  - Out for review Spring 2023 to Fall 2023

PH.D. DISSERTATION ADVISOR

- Committee member from Dec 2019 to Feb 2021 for Jeffrey Hatchman at the American College of Financial Services. The research topic: *Evaluation of Retirement Buffer Asset Alternatives*.

RESEARCH ADVISOR

School of Management (SOM) PRiME Festival of Scholars and active Faculty Advising role

- In 2020-2021, there 9 MBA/MS FP from MFP 545 & 1 TUG FP minor students submitted the competition (as of April 29, 2021). Two of them became the finalists and winners:
  - TUG FP minor student Melissa Wasylewski won grand prize (BS 2021).
  - Beginning to Save: Rationality, Financial Knowledge, and Saving Behavior Author: Anne Wittig (MS in Financial Planning) won 2nd prize (MS FP 2021).
- In 2019-2020, there were 10 students from MFP545 class (Financial Behavior), two of them became the finalists:
  - Financial Literacy, Grades K-12: Kris Etter (MBA FP 2022).

    - Discovering Behavioral Issues Related to Retirement Planning: Savings vs. Consumption Behaviors of Divorcees and Financially Distressed Couples: Kendyl Roundtree (MS FP 2020).
- In 2018-2019 , there were three students from MFP534 class submitted to the competitions. One became the finalist of two research.
    - Going Out of Business: Tam Wolfe-Callanta (MBA FP 2019).
    - The Future is Now: Plan for It!: Tam Wolfe-Callanta (MBA FP 2019).

REVIEWS FOR PUBLISHERS

- Palgrave Macmillan. (July 2021, July).
- Academy of Financial Services.
    - (2021, July). Academy of Financial Services Annual Meeting 2021.
    - (2020, July). Academy of Financial Services Annual Meeting 2020. Peer-reviewed for two research submissions.
    - (2019, July). Academy of Financial Services Annual Meeting 2019. Peer-reviewed for two research submissions.
- Journal of Financial Counseling and Planning. (2020, Nov). Association for Financial Counseling & Planning Education.
    - Peer-reviewed for one research submission.
- Wiley CFP Practice Exam. (2020, July). Hoboken: Wiley. Retrieved From: https://www.efficientlearning.com/ucfp
- Journal of Personal Finance 12/15/16, 02/23/17.

TEXTBOOKS

Chien, C.-L. (2021). Education, Risk Management and Insurance, Tax, Retirement Savings, and Income Planning, and Estate Planning. In Wiley Efficient Learning, CFP Certification Gold Course (pp. Module D34, D35, F46, D30, mock exams in module C, F, & H). Hoboken: Wiley. Retrieved From: https://www.efficientlearning.com/ucfp

Chien, C.-L. (2020). Education, Risk Management and Insurance, Tax, Retirement Savings and Income Planning, and Estate Planning. In Wiley Efficient Learning, CFP Certification Gold Course (pp. Module C18, C19, C20, C21, D24, D29, F42, F43, F44, F45, F46, F47, F50, F51, G55, G56, G57, G58, G60, H66). Hoboken: Wiley. Retrieved From: https://www.efficientlearning.com/ucfp

Chien, C.L., Frischkorn, J., Beal, T. (2019). Business Essentials Certificate Program. New York: American Management Association.

Chien, C.L. (2017). WMCP™ Wealth Management Certified Professional. Bryn Mawr, PA. The American College of Financial Services. (two chapters contributor)

INTERVIEWS

Chien, C.-L. (2021, July 15). State Farm Center for Women - Women Influencer Podcast Series. The American College of Financial Services.

Chien, C.-L. (2020, July 28). Close Encounters of the Board Kind - A WIFS Summer Series. Women In Insurance & Financial Services.

Chien, C.-L. (2020, March). Leave a penny. CLUMagazine. (K. Matthews, Interviewer). Retrieved From: https://blogs.callutheran.edu/magazine/2020/03/17/leave-a-penny/

SPEAKING ENGAGEMENTS

- Chien, C.-L. (2021, Oct. 28). Business Effectiveness Evaluation: Exit / Succession Planning. Professional Business Coaches Alliance (PBCA).
- Chien, C.-L. (2021, Oct. 21). Business Coaching Expert-Led Small Group Discussions: Exit/Succession Planning. 2021 Fall Professional Business Coaches Alliance (PBCA) Conference
- Chien, C.-L. (2021, July 23). WIFS Partner Panel - Changing: Self-Awareness. Women in Insurance & Financial Services.
- Chien, C.-L. (2021, Apr 23). WIFS Fireside Chat Panel Discussion-Changing: Leadership. Women in Insurance & Financial Services.
- Chien, C.-L. (2021, Mar 06). The 6th Annual Women's Forum. Women in Insurance & Financial Services-Los Angeles and National Association of Insurance and Financial Advisors-Great Foothills.
- Chien, C.-L. (2021, Jan 28). WIFS Fireside Chat Panel Discussion-Changing: Culture. Women in Insurance & Financial Services.
- Chien, C.-L. & Thiel, J. (2020, Dec 15). Experiential Learning Through Pro Bono Financial Planning Consulting. 2020 REGISTERED PROGRAMS CONFERENCE – VIRTUALLY (Wash DC).
- Chien, C.-L. & Thiel, J. (2020, Dec 3). Personal Financial Planning Careers. UCLA Extension – VIRTUALLY (Los Angeles).
- Chien, C.-L. (2020, Jul 08). Successfully Pivoting to Preserve Your Project. American Management Association - New York.
- Chien, C.-L. (2020, Apr 23). Selling a Planning Practice: The Relationship between Revenue Multiple and Revenue Size. National Association of Insurance and Financial Advisors - Los Angeles.
- Chien, C.-L. (2020, Apr 02). Enhancing Retirement Success Rates In The United States. Women in Insurance & Financial Service - Los Angeles.
- Chien, C.-L. (2020, Jan. 23). The Future of Advising in Light of Automation. The Conejo Valley Estate Planning Council: Through the Looking Glass Symposium XVI, California State University, Channel Islands.
- Chien, C.-L. (2020, Jan. 08). The Future of Advising. Women in Insurance & Financial Services: WIFS Education Webinar, Albany, NY
- Chien, C.-L. (2019, Nov 13). Diversity Program Case Studies. The CFP Board Center for Financial Planning, 2019 DIVERSITY SUMMIT. Washington, D.C.
- Chien, C.-L. (2019, Oct 21). Enhancing Retirement Success Rates in the United States. FPA Student Club at West Texas A&M University. Canyon, TX.
- Chien, C.-L. (2019, May 22). Near retirement? What are some practical strategies preparing for retirement?. California Lutheran University: Campus Community Day, Thousand Oaks, CA.

- Chien, C.-L. (2019, May 17). Selling Financial Planning Practice. Financial Planning Association Ventura County: Quarterly Chapter Meeting at Spanish Hills Country Club, Camarillo, CA.
- Chien, C.-L. (2019, April 29). Future of Financial Advising. University Village (UVTO), Thousand Oaks, CA.
- Chien, C.-L. (2019, April 10). Leverage Financial Planning to growth business. Women in Insurance & Financial Services: WIFS Education Webinar, Albany, NY. https://youtu.be/Eugp2O7Va3k

NON-ACADEMIC PUBLICATIONS

- Chien, C.-L. (2021, Aug 21). The Mental Health Trade-Off: When Spending More Money Might Be The Right Choice. Retrieved from Value Growth Institute Succession Blog: https://vgi168.com/2021/08/21/the-mental-health-trade-off-when-spending-more-money-might-be-the-right-choice/
- Chien, C.L. (2021, July 20). Ask the Experts: 2021's Best & Worst States to Start a Business. WalletHub. Retrieved from: https://wallethub.com/edu/best-states-to-start-a-business/36934#expert=Chia-Li_Chien
- Chien, C.-L. (2021, Mar 15). Trust makes the adviser-client relationship. Pacific Coast Business Times. Retrieved from: https://www.pacbiztimes.com/2021/03/15/opinion-trust-makes-the-adviser-client-relationship/
- Chien, C.L. (2021, Jan 25). Ask the Experts: 2021's Best States to Retire. WalletHub. Retrieved from: https://wallethub.com/edu/best-and-worst-states-to-retire/18592#expert=Chia-Li_Chien.
- Chien, C.-L. (2020, Dec 17). Financial Counseling and Coaching for the Client and the Practice. Retrieved from Value Growth Institute Succession Blog: https://vgi168.com/2020/12/17/counseling-and-coaching-for-the-client-and-the-practice/
- Chien, C.-L. (2020, Dec 1). How to Counsel Clients Without Shaming Them. Retrieved from Value Growth Institute Succession Blog: https://vgi168.com/2020/12/01/how-to-counsel-clients-without-shaming-them/
- Chien, C.-L. (2020, Apr 10). Now might be time for a small business loan. Pacific Coast Business Times. Retrieved from: https://www.pacbiztimes.com/2020/04/10/chien-now-might-be-time-for-a-small-business-loan/
- Chien, C.-L. (2020, Feb 14). Misconceptions thwart successful retirements. Pacific Coast Business Times. Retrieved from: https://www.pacbiztimes.com/2020/02/14/misconceptions-thwart-successful-retirements/
- Chien, C.-L. (2020, Feb 12). Entrepreneur? Business Owner? You Face More Complex Retirement Planning. TheStreet: Retirement Daily.
- Chien, C.L. (2019, Dec). The Human Approach. LeadHER Blog. Retrieved
- Chien, C.L. (2019, July 25). Ask the Experts: Best Business-Credit-Card Practices. WalletHub. Retrieved from: https://wallethub.com/best-business-credit-card#experts=Chia-Li_Chien
- Chien, C.-L. (2019, May 10). Plan before claiming Social Security benefits. Pacific Coast Business Times. Retrieved from:

https://www.pacbiztimes.com/2019/05/10/plan-before-claiming-social-security-benefits/

- Chien, C.-L. (2019, Apr 23). Satisfied Clients, Healthy Business, Happy Life. Women In Insurance & Financial Service: LEADHER Blog. Retrieved from: https://wifsnational.org/images/Blog_Articles/2019/Satisfied_Clients_Healthy_Business_Happy_Life__Blog_Template.pdf
- Chien, C.-L. (2019, Mar 1). Maintain an adequate fund for emergencies. Pacific Coast Business Times. Retrieved from: https://www.pacbiztimes.com/2019/03/01/chien-maintain-an-adequate-fund-for-emergencies/
- Chien, C.L. (2019, Jan.). Ask the Experts: Young Adult Credit-Card Section. WalletHub. Retrieved from: https://wallethub.com/best-credit-cards-for-young-adults/#expert=chia-li-chien
- Chien, C.L. (2018, Nov 23). Myths about business succession. Pacific Coast Business Times. Retrieved from: https://www.pacbiztimes.com/2018/11/23/chien-myths-about-business-succession/
- Chien, C.-L. (2018, Mar 18). Sources of Financial Planning Retirement Advice: One Size Does Not Fit All. Retrieved from Value Growth Institute Succession Blog: http://valuegrowthinstitute.com/index.php/resources/600-sources-of-financial-planning-retirement-advice-one-size-does-not-fit-all
- Chien, C.-L. (2018, Feb 25). Consider this Before You Give Yourself a Raise!. Retrieved from Value Growth Institute Succession Blog: http://valuegrowthinstitute.com/index.php/resources/599-qbi-qplan
- Chien, C.-L. (2018, Jan 28). Coping with Changes in Government Funding of Retirement Systems. Retrieved from Value Growth Institute Succession Blog: http://valuegrowthinstitute.com/index.php/resources/598-coping-with-changes
- Chien, C.-L. (2018, Jan 20). Predicting Cash-Out Value to Encourage Timely Succession Planning: The New Fortune Telling. Retrieved from Value Growth Institute Succession Blog: http://valuegrowthinstitute.com/index.php/resources/597-thenewfortunetelling
- Chien, C. (2016, Oct 15). Recognize Behavioral Signs before Your Emotions Take over in Making Strategic Financial Decisions. Retrieved from Value Growth Institute: Succession Blog. http://valuegrowthinstitute.com/index.php/resources/596-recognize-behavioral-signs
- Chien, C. (2016, Oct 15). Coping with the Costs of College. Retrieved from Value Growth Institute: Succession Blog. http://valuegrowthinstitute.com/index.php/resources/595-coping-with-the-costs-of-college
- Chien, C. (2016, Mar 22). Managing Major Business Change. Retrieved from Value Growth Institute: Succession Blog. http://valuegrowthinstitute.com/index.php/resources/593-managing-major-business-change
- Chien, C. (2016, Feb 03). Changing business practices to reflect new market realities. Retrieved from Value Growth Institute: Succession Blog. http://valuegrowthinstitute.com/index.php/resources/592-changing-business-practices-to-reflect-new-market-realities
- Chien, C. (2016, Jan 14). Utilizing key C2B trends to help your business evolve. Retrieved from Value Growth Institute: Succession Blog.

http://valuegrowthinstitute.com/index.php/resources/589-utilizing-key-c2b-trends-to-help-your-business-evolve
- Chien, C. (2015, Apr 27). How to Leverage Your 1st Quarter 2015 Numbers. AMA PLAYBOOK.
- Chien, C. (2015, Mar 11). Create Favorable Conditions to Reduce Risk in Exit Timing. AMA PLAYBOOK.
- Chien, C. (2015, Mar 6). When the Problem Is Not the Problem. AMA PLAYBOOK.
- Chien, C. (2015, Jan 28). Harness Company Success in 2015. AMA PLAYBOOK.
- Chien, C. (2014, Dec 12). A Succession Strategy Can Help Lead You out of the Wilderness. AMA PLAYBOOK.
- Chien, C. (2014, Oct 28). Realize Your Desired Business Outcome Through "Considerable Planning". AMA PLAYBOOK.
- Chien, C. (2014, Oct 15). Make Succession Strategy a Priority. AMA PLAYBOOK.
- Chien, C. (2014, Sep 8). Meet Your Business Goals with Forecasting: Creating a Forecasting System. AMA PLAYBOOK.
- Chien, C. (2014, Aug 28). Budgeting vs. Forecasting: What's the Difference? AMA PLAYBOOK.
- Chien, C. (2012). Work toward reward: Building business value today for a well-deserved future. Bloomington: IUniverse.
- Chien, C. (2010). Show me the money: Run your business like a prosperous investor. Bloomington: IUniverse.
- Chien, C. (2010, December 28). How to Convert Prospects into Customers. Women Entrepreneur Magazine.
- Chien, C. (2010, December 13) How to Impress Investors. Women Entrepreneur Magazine.
- Chien, C. (2010, November 15). Are You in the 'Caring' Business. Women Entrepreneur Magazine.
- Chien, C. (2010, November 9). Insist on Real-Time Access to Financials. Women Entrepreneur Magazine.
- Chien, C. (2010, October 20). Happiness Is Not All About the Money. Women Entrepreneur Magazine.
- Chien, C. (2010, October 12). Looking for Funding? Investors Are Out There. Women Entrepreneur Magazine.
- Chien, C. (2010, October 01). Effective E-Mail Marketing. Women Entrepreneur Magazine.
- Chien, C. (2010, September 09). What Drives Business Value? Women Entrepreneur Magazine.
- Chien, C. (2010, August 30). Entrepreneurial Tools Set Kids Up for Success. Women Entrepreneur Magazine.
- Chien, C. (2010, August 23). To Succeed in Business, Find a Niche. Women Entrepreneur Magazine.
- Chien, C. (2010, August 04). Innovate or Be Crushed. Women Entrepreneur Magazine.
- Chien, C. (2010, July 29). What's Your $1 Million Business Worth? Women Entrepreneur Magazine.
- Chien, C. (2010, July 11). Stay a Step Ahead of Your Industry. Women Entrepreneur Magazine.

GRANT FUNDING & AWARDS

- CBC Federal Credit Union $17,100 Sponsorship for NRC950 Introduction of Personal Finance for working adults. Oct 2020 to May 2021.
- 2020 American Book Award Winner in the Business: Personal Finance/Investing category on Nov. 20, 2020. (blind peer-reviewed book "Enhancing Retirement Success Rates in the United States")
- 2020 International Book Award Finalist on July 31, 2020. (blind peer-reviewed book "Enhancing Retirement Success Rates in the United States")
- The School of Management Advisory Council Awards for Outstanding Achievements honored Chia-Li Chien for Research on Oct. 1, 2020.
- California Lutheran University Community Leaders Association $2,500 grant. 2019-2020.

HONORS AND AWARDS

- The School of Management Advisory Council Awards for Outstanding Achievements honored Chia-Li Chien for Research on Oct. 1, 2020.
- Enhancing Retirement Success Rates in the United States
    - 2020 American Book Award Winner in the Business: Personal Finance/Investing category on Nov. 20, 2020
    - 2020 International Book Award Finalist on July 31, 2020.
- Work toward reward:
    - New England Book Festival on Dec 23, 2013
    - Southern California Book Festival on Oct 05, 2013
    - DIY Book Festival on July 08, 2013
    - New York Book Festival on June 10, 2013
    - International Book Awards on May 20, 2013
    - SAN FRANCISCO BOOK FESTIVAL on May 6, 2013
    - Great Southeast Book Festival on March 6, 2013
- Show me the money:
    - Best Books Awards on October 26, 2010
    - New England Book Festival on December 28, 2010

HOST OF NEXTGEN MENTORING FORUM: The mission of the Mentoring Forum series is to empower, educate, and illuminate individuals who are interested in the Financial Planning industry. At each forum, I interviewed an expert to discuss a topic in the field of financial planning with the purpose of inspiring critical thought and discussion. Each YouTube interview listed below includes a blog article.

- Chien, C.L. & Witbeck, Jeremy D. (12/14/2021). Year-End Investment Updates with Jeremy D Witbeck, MBA, CFA, CFP®. NextGen Mentoring Forum. Retrieved From: https://blogs.callutheran.edu/financial-planning-webinars/year-end-investment-updates-with-jeremy-d-witbeck-mba-cfa-cfp-12142021/
- Chien, C.L. & Carcone, Colleen. (12/07/2021). Biden Tax Updates with Colleen Carcone J.D., CFP®. NextGen Mentoring Forum. Retrieved From: https://blogs.callutheran.edu/financial-planning-webinars/biden-tax-updates-with-colleen-carcone-j-d-cfp-12072021/
- Chien, C.L. & Rehl, Kathleen M. (11/09/2021). What Matters the Most? Help Your Clients Write Legacy Letters for Family and Friends with Kathleen M. Rehl, Ph.D., CFP®, CeFT®. NextGen Mentoring Forum. Retrieved From: https://blogs.callutheran.edu/financial-planning-webinars/what-matters-the-most-with-kathleen-m-dr-rehl-ph-d-cfp-ceft-11092021/

- Chien, C.L. & Cousineau, Jake. (11/02/2021). Changing Your Financial Behaviors Through Stories with Jake Cousineau. NextGen Mentoring Forum. Retrieved From: https://blogs.callutheran.edu/financial-planning-webinars/changing-your-financial-behaviors-through-stories-with-jake-cousineau-11022021/
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UNIVERSITY SERVICES

- Financial Planning Program Director from 2018-2019 to present
- Faculty search committee 2021-2022.
- Chair of the Graduate Academic Standards Committee (GASC) from 2020-2021 to present.
- Member of the Graduate Academic Standards Committee (GASC) 2019-2020.
- Faculty search committee 2018-2019.

SERVICES IN FINANCIAL PLANNING PROFESSION (INDUSTRY)

- National board director of Women in Insurance & Financial Services Association (WIFS 2020, 2021).
- Subject matter expert for CFP Board Exam Item Review Workshop (May 2019, Nov 2019, Dec 2020, April 2021, July/Aug 2021)
- Chair of Financial Planning Association (FPA) of Charlotte (2014)
- President of Financial Planning Association (FPA) of Charlotte (2013)
- Chair of the Pro Bono Advisory Committee for the FPA on the national level (2011-2012)
- Treasurer of Carolina Refugee Resettlement Agency (2012).
- Pro Bono Director for the FPA of Charlotte (2009-2010). Pro Bono projects benefactors include CharlotteSave, the Charlotte Housing Authority, city of Charlotte, Goodwill Piedmont, Habitat for Humanity and many local nonprofit community organizations.
- Appointed board member of Women's Advisory Board (WAB) in Mecklenburg County for Board of County Commissioners in North Carolina (2009-2012).
- Community Advisors for Women's Inter-Cultural Exchange. (2010-2012)
- Volunteer mentor for SCORE and counsels hundreds of start-up and mature small businesses nationwide. (2010-2013)

PRO BONO FINANCIAL PLANNING SERVICES

- CBC Federal Credit Union: One college-level financial education course offered to 32 employees of CBC Federal Credit Union and California Lutheran University. (2021)
- Ventura County Lodging Association (VCLA): Short-Term Assets Management project with six MBA FP students. (2019)
- Pro Bono Succession Planning Service
    - One Thousand Oaks financial service company from Oct 2018 to May 2019 in exit transition and employee succession.
    - One Thousand Oaks financial service company in June 2019 in buyout option.
    - One Thousand Oaks financial service company in Dec 2019 & May 2022 in M&A options and employee succession.
    - One Phoenix AZ financial service company in Feb 2020 in M&A options.
- Pro Bono Financial Planning Service (* indicated students involved project)
    - *One CLU faculty household in Simi Valley from April to June 2019.
    - *One Thousand Oaks household in July – Sept 2019
    - *One Malibu household from Oct to Dec 2020
    - One Arlington, VA disabled single individual from Feb to March 2021.
    - *One CLU faculty household in Moorpark from July to Sept 2021

PROFESSIONAL MEMBERSHIP

- Financial Planning Association (FPA)
- Academy of Financial Services (AFS)

- Project Management Institute (PMI)
- National Speakers Association (NSA)
- National Association of Personal Financial Advisors (NAPFA, fee-only)
- Women in Insurance & Financial Services Association (WIFS)
- Professional Business Coaches Alliance (PBCA)