



TANSLEY STEARNS

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OBJECTIVE

Leverage my leadership talents, strategic experience, operational expertise, sales and growth orientation, and passion for learning and talent development to manifest positive change and transform lives.

SUMMARY QUALIFICATIONS

STRATEGIC VISION: Helped develop and drive strategy within five credit unions, for Filene Research Institute and across a broad section of credit unions as an advisor.

LEADERSHIP: Led teams larger than 650, developed leaders, interfaced with boards internally, advised boards across North America, and provided thought leadership.

PROVEN RESULTS: Demonstrated growth and sales track record. Including a 16% lending growth in my first year at Community Financial, 75% growth in assets between 2018 and 2022 at Canvas Credit Union, which is tied directly to our investment in the brand, and a 33% revenue growth from fiscal year 2016 to fiscal year 2017 at Filene Research Institute.

COACH & LEADER: Focused on the development of people leveraging a leadership model grounded in positive reinforcement and accountability.

CULTURAL DEVELOPMENT: Led the People Team at Canvas Credit Union, developed the sales and service culture for two credit unions, and grew an exploration strategy via impact programming at Filene Research Institute. At Community Financial, I came on the heels of a long-standing CEO, and transformed the culture by igniting a burning desire to attract a new market and grow into new markets. While simultaneously transforming the culture by putting human beings first and investing in listening.

OPERATIONAL EXPERTISE: Drove organizational excellence for 25 years by leading marketing, branches, human resources, sales, and support functions. Rapidly turned the financial condition of a credit union needing to balance their lending and liquidity toward a sustainable future.

INNOVATION: Developed innovative products and services for credit unions, drove a culture of innovation internally at Filene, and advised dozens of credit unions to develop innovation competency. At Community Financial, I elevated innovation as a driver of ongoing transformation and viability.

STORYTELLING & IMPACT: Led marketing and communication across three credit unions and advised credit unions on developing an impact strategy for differentiation. I have led two brand identity transformations, resulting in above-average growth. Built internal communication and transparency to grow trust through significant change at Community Financial.



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EMPLOYMENT

COMMUNITY FINANCIAL CREDIT UNION PLYMOUTH, MI

PRESIDENT & CEO JUNE 2022 - PRESENT

- Led a \$1.6B in assets credit union with the purpose of creating joy and igniting Michiganders' impossible dreams
- Received the coveted Great Place To Work designation in my first year as a CEO, demonstrating the ability to maintain a vibrant culture while in the midst of implementing transformational change
- Developed a financial conditioning strategy to balance a strong lending operation into a balanced and sustainable operation known as a place for savers.
- Evaluated and continued enhancing the brand to break through the noise and market confusion and engage with the next generation of members
- Optimized the machine, so it provides sustainable growth for decades to come
- Evaluated the technology stack and activated a new technology and payments plan to prepare the organization to serve members today and well into the future.
- Activated and focused the organization's philanthropic giving through the creation of the Relentless Care Foundation
- Set up a CUSO, and invested in two fintech organizations within the first year
- Nurtured a culture eager to innovate and test new solutions that show promise to attract new members
- Enhanced partnerships in the community, including HGTV's Bargain Block stars and local artist Tony Roko, to create new debit card designs for our members to proudly use and increase non-interest income

CANVAS CREDIT UNION LONE TREE, CO

CHIEF OPERATING OFFICER JANUARY 2022 - MAY 2022

- Led the retail branch network across the Front Range for 32 branches
- Drove experience transformation
- Improved loan production by 25% in the first quarter of 2022
- Grew voice of member strategy
- Developed a member journey strategy across all channels to elevate our member experience
- Continued to lead organizational strategy, human resources, and marketing
- Walked with the credit union through a strategic merger

CANVAS CREDIT UNION LONE TREE, CO

CHIEF PEOPLE & STRATEGY OFFICER OCTOBER 2018 - JANUARY 2022

- Developed an innovation group within Canvas to grow new ideas and create innovation capabilities across the organization
- Helped to grow the creative competency and confidence of the Canvas creative team
- Created a benchmark for the new brand to measure brand equity and effectiveness across the front-range
- Helped to build the infrastructure needed to enhance the voice-of-the-member strategy in service to exceptional member engagement and product development
- Led strategy development and our iterative approach to strategy in partnership with the executive team and board of directors
- Facilitated the opportunity for Canvas to be "Great Place to Work" certified three years running
- Led the People team, including human resource operations, talent development, and learning
- Led an optimization effort for maximizing our newly implanted HRIS system
- Developed a strategy to improve retention across the organization
- Restructured and led the rebuilding of the talent team to deliver world-class learning for our family members



CANVAS CREDIT UNION LONE TREE, CO

CHIEF MARKETING & STRATEGY OFFICER MARCH 2010 - OCTOBER 2010

- Led an 80-year-old company through a brand transformation from Public Service Credit Union to Canvas Credit Union
- Grew an internal marketing agency within Canvas
- Cultivated an internal communications strategy

FILENE RESEARCH INSTITUTE MADISON, WI

CHIEF IMPACT OFFICER MARCH 2014 - MARCH 2018

- Responsible for developing strategy and leading the organization in collaboration with the executive team
- Provided thought leadership throughout the credit union movement as an internationally recognized speaker and strategist
- Responsible for 80% of the revenue (membership and impact) of the organization
- Developed a sales & service model and led the market-facing sales and delivery team advising credit unions on member experience, innovation, product design, strategy & digital transformation
- Developed engagement scoring model to holistically measure member engagement
- Evolved the product line to better meet the needs of credit unions and their members
- Led the strategy to diversify revenue streams and provide new product options for credit unions
- Developed a strategy for growing large account engagement with the largest and most complex credit unions and system organizations
- Grew and evolved the Cooperative Trust, including developing new product lines and evolving the digital presence of the community
- Consulted with North American credit unions on their strategies
- Trained market-facing team members to deliver advising services to credit unions
- Advised credit unions across North America on member experience, digital transformation, leadership, growth, product design, and innovation
- Created new business relationships, negotiated contracts, and nurtured working relationships with start-up organizations and Filene Research Institute
- Developed, grew, and cultivated the sales and account management infrastructure
- Grew the culture of the organization through the coaching, development, and
- nurturing of individuals and teams
- Participated in quarterly board reporting and delivery

FILENE RESEARCH INSTITUTE MADISON, WI

IMPACT DIRECTOR OCTOBER 2012 - MARCH 2014

- Created a model for testing new ideas across credit unions
- Developed a product line for credit unions to test and worked to scale the most successful pilot opportunities
- Actively search for new product and collaboration opportunities for credit unions through partnerships with start-ups and early-stage companies
- Managed strategic relationships with start-up organizations from initial relationship building to contract development and negotiation through ongoing relationship management, growth, and execution
- Helped create, develop, test, and hone programming design to bring value and build a revenue diversification strategy
- Advised credit unions on strategy, digital transformation, growing leaders, and innovation



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BETHPAGE FEDERAL CREDIT UNION BETHPAGE, NY

AVP STRATEGY & GOVERNMENT RELATIONS DEC 2011 - OCTOBER 2012

- Led strategy development in partnership with the senior leadership team and the board of directors
- Researched new product line and partnership ideas
- Liaised with responsibility units and project managers to move strategy into action
- Supported research and ideation at the beginning stages of the organization's digital and omnichannel transformation
- Advocated on behalf of the credit union on the state & national level
- Researched, monitored, and analyzed legislative and regulatory issues to determine impact and recommend actions
- Developed and nurtured relationships with state and national legislators as well as critical community and SEGs leaders
- Led strategic merger efforts and execution

CONNEX CREDIT UNION NORTH HAVEN, CT

VICE PRESIDENT OF SALES & SERVICE OCTOBER 2007 - NOVEMBER 2011

- Led all front-line teams, including marketing, business development, branches, and the call center
- Developed internal and external service standards and measurements for quality member service delivery
- Created a profile for hiring and implemented pre-employment testing and other practices to build a stronger team
- Created a positive culture of accountability and team member development and growth
- Developed the credit union's sales & service culture
- Developed and grew training and development for the organization
- Participated in constructing, integrating, and growing the communication strategy and brand of the credit union
- Participated in monthly board reporting and delivery and was responsible for growing board relations

BESTSOURCE CREDIT UNION PONTIAC, MI

VICE PRESIDENT OF SALES & SERVICE APRIL 2003 - SEPTEMBER 2007

- Led all front-line teams, including marketing, business development, branches, the call center & lending
- Implemented SmartScore: An innovation to simultaneously drive loan growth, member education, and member loyalty
- Began a credit union-sponsored race to integrate the credit union into the community as it moved beyond its core SEG
- Created and led a regional ServiStar Users Group for Sales and Service executives around Michigan

BESTSOURCE CREDIT UNION PONTIAC, MI & CHICAGO, IL

MARKETING ROLES SEPTEMBER 1998 - APRIL 2003

(Specialist promoted to Manager)



EDUCATION

UNIVERSITY OF MICHIGAN ANN ARBOR, MI
BACHELOR OF ARTS IN
PSYCHOLOGY AND ENGLISH
(DOUBLE MAJOR) MAY 1998

CERTIFICATIONS/AWARDS

- CUNA Marketing & Business Development
 - Council Executive Committee January 2021 – 2023
 - Member Resource Committee April 2018 – 2023
- CUNA Credit Union Rock Star Award 2021
- MAC Board Member April 2018 – May 2019
- Rocky Mountain CUES Council 2017
- Credit Union Times Trailblazer 40 Below 2013
- CUES CEO Institute 2009 – 2011
- New England CUES Council President 2009 – 2011
- Alumni Emeritus with ServiStar Consulting 2008 – Present
- CUES Certified Senior Executive March 2006
- Filene's i3 April 2005 – Present
- CUES Certified Marketing Executive August 2004

CURRENT BOARD OF DIRECTORS INVOLVEMENT

- In the Cellar, Inc., Board Chair
- Relentless Care Foundation, Board Member
- First Step Michigan, Board Member
- Michigan Credit Union Foundation, Board Member
- Michigan Humanities, Board Member
- Trellance, Board Member
- Painted Hills, Board Member
- Fostering Love Rescues, Board Member