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Learn more about CUES at cues.org.

Meet the Future of CU Leadership: 2025 CUES Emerging Leader Finalists Announced

MADISON, Wis. — August 14, 2025—CUES and partner Currency Marketing are pleased to announce the Final Five selected to compete for the title of the 2025 CUES Emerging Leader. Now in its 6th year, the CUES Emerge program drew a record-breaking 126 applications. Of those, 36 professionals from across North America were chosen to participate in the free, online program.

After completing a robust curriculum combining leadership development and strategic thinking, delivered through expert-led Virtual Classrooms and peer-driven Mastermind groups, 35 moved on to the competition phase by submitting business case proposals. A judging panel made up of industry leaders reviewed the submissions and selected the following five finalists to pitch their ideas in a live, online Pitch Show powered by Currency Marketing:

- **Latica Battle**, Market Manager, Ardent Credit Union, Philadelphia, PA
- **Charles Bond**, Senior Product Specialist, Elevations Credit Union, Boulder, CO
- **Jennifer Dray**, Director, Sales & Coaching, YNCU, Kitchener, ON, Canada
- **Jessica Smith**, AVP/Remote Experience, Unitus Community CU, Portland, OR
- **Ryan Suttles**, Real Estate Specialist II, State Employees' CU, Raleigh, NC

“This year’s finalists reflect the depth of emerging talent in the credit union industry,” said Sara Dyer, CUES’ Senior Director of Meetings & Digital Events. “Their business cases tackle real-world challenges, and I encourage every credit union leader to tune in to see the presentations; you might just discover a solution you can apply at your own organization.”

“CUES Emerge continues to raise the bar,” said Tim McAlpine, CEO, Currency Marketing. “Each finalist committed to a rigorous development process, including interactive learning and thoughtful peer collaboration. Their work exemplifies the spirit of innovation the program was designed to foster.”

Business cases will be presented during a live online pitch show taking place October 1 at 2:00 p.m. EDT; 1:00 p.m. CDT; and 11:00 a.m. PDT. Mark your calendar and sign up for a reminder to watch the live stream at [CUESemerge.com](https://cuesemerge.com).

Following the Pitch Show, judges will select the Top Three before naming the ultimate 2025 CUES Emerging Leader. Each of the Top Three will receive a tiered educational package, plus a leadership assessment and coaching from [Envision Excellence, LLC](https://envisionexcellence.com), to support their continued development and growth.

The CUES Emerge program was created to offer professional development to the industry’s up-and-coming leaders. All participants who complete the coursework and a business case earn the Certified Credit Union Manager designation in recognition of their commitment to their career, credit union, and the industry. There is no cost to participate.

Keep up with the final stages of the competition at [CUESemerge.com](https://cuesemerge.com).

To learn more about CUES, visit cues.org. To learn more about Currency Marketing, visit currencymarketing.ca.

About CUES

For over 60 years, CUES has advanced the credit union movement by developing exceptional purpose-driven leaders who meet the unique needs of their organizations and the communities they serve. CUES partners with credit unions to elevate the leaders of today and tomorrow through exclusive networking and event opportunities, programs that facilitate personal and professional development, and unmatched digital and in-person learning experiences. Visit [CUES.org](https://cues.org) to learn how CUES plays a pivotal role in shaping the future of credit unions.

About Currency Marketing

Currency Marketing is a credit union-focused marketing firm. Our unique programs—It's a Money Thing, and CUES Emerge—focus on helping credit unions raise awareness, build relationships and foster financial empowerment with young adults.

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