



STERLING | MARTIN  
a s s o c i a t e s



**THE LEAGUE**  
OF CREDIT UNIONS & AFFILIATES

**CHIEF EXECUTIVE OFFICER**

## The Opportunity

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The League of Credit Unions and Affiliates ([The League](#)) seeks a collaborative and strategic Chief Executive Officer (CEO) to lead a high-performing trade association serving credit unions and their members across its four-state footprint, with growing national influence and leadership.

Reporting to the Board of Directors, the CEO serves as the chief staff executive responsible for leading the organization's strategy, operations, and advocacy efforts in alignment with the Board. The CEO is responsible for advancing The League's strategic vision, strengthening advocacy and member engagement, ensuring operational excellence, and driving sustainable growth in alignment with Board policy and fiduciary oversight.

This is a pivotal leadership moment for The League. The next CEO will guide The League in deepening member value, elevating its voice in legislative and regulatory arenas, expanding strategic partnerships and affiliate services, and positioning the organization for long-term impact in a rapidly evolving financial services landscape.

Candidates should ideally be located in one of their four states (Florida, Alabama, Georgia & Virginia), with ability for heavy travel throughout the East Coast.

## About The League

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The League of Credit Unions & Affiliates is one of the largest credit union trade associations in the United States, representing credit unions across Alabama, Florida, Georgia, and Virginia. Collectively, these 386 credit unions serve more than 31.5 million members and represent approximately \$450 billion in assets across the four states, with growing national influence and leadership. The League serves as a platform for advocacy, collaboration, and innovation for these organizations, supporting The League's philosophy of "people helping people".

To support its credit unions, The League provides a range of services supporting member credit unions, including advocacy, regulatory guidance, professional development, industry convenings, and collaborative initiatives. In addition, LEVERAGE, The League's affiliated service corporation, provides strategic products, services, and partnerships designed to help credit unions improve operational performance and support long-term growth.

The League works at both the state and federal levels to protect and advance the credit union charter, serving as a powerful and trusted voice before legislatures, regulatory agencies, and industry stakeholders. The League has annual association revenue of approximately \$7.4M, assets of approximately \$51M, and a professional staff of about 70 employees across the association and affiliated enterprise services.

# CEO Success Profile

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The Board has identified several priorities that will define success for the next CEO. The Board seeks a leader who can guide The League through its next phase of growth and industry influence while strengthening the organization's role as a trusted, national advocate for credit unions. Success in this role will be defined by the ability to:

- Strengthen The League's advocacy leadership by protecting and advancing the credit union charter and tax status across four states and strengthening relationships with legislators and regulators.
- Deepen engagement with member credit unions, particularly CEOs and senior leaders, ensuring The League delivers clear value to institutions of varying sizes and business models.
- Align and expand the enterprise model, including affiliated services and strategic partnerships that support long-term financial sustainability.
- Lead a unified organization, with growing national influence and leadership, while also reinforcing culture, alignment, and collaboration across The League's four-state footprint following recent organizational integration.
- Position The League as a leading voice within the national credit union ecosystem, strengthening partnerships with industry organizations and increasing The League's policy influence.

## The CEO Role

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### Essential Duties and Responsibilities

#### Leadership/Governance

- In partnership with the Board of Directors, shape and execute the organization's strategic vision with defined priorities, measurable outcomes, and disciplined resource allocation aligned with The League's multi-year strategic plan.
- Lead the implementation and ongoing refinement of the League's strategic priorities, including strengthening advocacy leadership, driving regional growth, and enhancing member value through tailored services and engagement.
- Provide transparent, timely, and thoughtful counsel to the Board, including the ability to communicate both opportunities and risks candidly.
- Ensure best practices in association governance, including effective Board engagement, committee alignment, policy development, and governance clarity across The League and affiliated entities. Maintain a strong partnership with Board leadership while respecting governance and management distinctions.
- Lead effectively across multiple governing bodies, including The League Board and boards overseeing affiliated organizations and enterprise services.

- Serve as the unifying leadership presence for a rapidly expanding association representing diverse credit union stakeholders, ensuring alignment among cultures, and member priorities.

### Advocacy

- Serve as the principal spokesperson and chief advocate for The League and its member credit unions at the state and federal levels.
- Lead proactive legislative and regulatory strategies to protect and advance the credit union charter, tax status, and operating environment.
- Build and maintain strong relationships with lawmakers, regulators, and policymakers across the current four-state footprint and in Washington, D.C.
- Drive coordinated advocacy strategies that align state and national policy priorities in collaboration with industry partners and national credit union organizations.
- Lead messaging that communicates the value of credit unions.
- Mobilize credit union leaders and members through coordinated communication, grassroots engagement, and advocacy initiatives.
- Position The League as a trusted policy voice and thought leader within the broader financial services ecosystem.
- Lead messaging that communicates the value of credit unions and The League's advocacy work to policymakers, media, and the public.

### Member and Industry Engagement

- Strengthen and continuously refine The League's value proposition to ensure relevance and measurable impact for member credit unions of varying asset sizes and business models.
- Lead initiatives that increase credit union participation and engagement across the four-state footprint, with the goal of expanding affiliation and strengthening system unity.
- Foster strong relationships with credit union CEOs and senior leaders through direct engagement, listening, and collaboration.
- Support the development and expansion of affiliate services and strategic partnerships that generate value for members and enhance organizational sustainability.
- Identify opportunities for growth through strategic partnerships, collaborations, and potential regional expansion. Promote collaboration across member credit unions, industry partners, and stakeholders to address shared challenges and opportunities.
- Position The League as a national leader within the credit union movement through thought leadership, public engagement, and industry collaboration.
- Strengthen The League's ability to communicate and demonstrate value to members through clear messaging and consistent reporting of outcomes and impact.

### Management/Administration

- Provide full oversight of The League's operations, ensuring organizational effectiveness, efficiency, and accountability.
- Lead an integrated enterprise model that includes The League, LEVERAGE, affiliated services entities, and related initiatives.

- Ensure alignment between The League’s nonprofit advocacy mission and the growth of affiliated services that support long-term sustainability.
- Develop and manage annual operating and capital budgets aligned with strategic priorities.
- Ensure strong financial stewardship, internal controls, and adherence to regulatory and audit standards.
- Monitor financial performance across both nonprofit and affiliated business operations, including revenue diversification and profitability of enterprise services.
- Oversee affiliate entities and business lines to ensure strategic alignment, operational effectiveness, and financial sustainability.
- Implement data-driven performance metrics and analytics to evaluate organizational effectiveness and guide strategic decision-making.
- Build, lead, and inspire a high-performing executive leadership team across multiple offices and states.
- Foster a collaborative, mission-driven culture grounded in accountability, transparency, professional development, and respect.
- Strengthen organizational culture and employee engagement during a period of transition and continued regional integration.
- Ensure succession planning and leadership development across the organization.
- Maintain a visible presence across The League’s current four-state footprint through frequent travel, events, and member engagement.

## Required Skills, Experience, and Desired Qualifications

- Proven leader with significant senior executive experience within a credit union, financial institution, trade association, advocacy organization, or related industry.
- Demonstrated success leading complex, stakeholder-driven organizations with multiple constituencies that are geographically dispersed.
- Experience working in board-governed environments and managing relationships with diverse boards and governance structures.
- Strong knowledge of financial services regulation, public policy, and legislative processes.
- Demonstrated advocacy and government relations experience at the state or national level.
- Proven ability to build relationships with policymakers, regulators, and industry leaders.
- Experience overseeing both nonprofit and for-profit business models, including affiliated enterprises or service corporations.
- Demonstrated financial and operational management experience, including budgeting, revenue development, and organizational performance management.
- Strategic planning and execution experience, including translating strategic priorities into measurable outcomes.
- Experience leading organizational growth, mergers, integrations, or geographic expansion preferred.
- Bachelor’s degree required; advanced degree in business, finance, public policy, law, or a related field preferred.

## Personal Qualities and Competencies

- Strategic thinker with the ability to translate vision into disciplined execution.
- Skilled relationship builder who inspires trust with Board members, staff, member CEOs, regulators, and policymakers.
- Politically astute leader with strong advocacy instincts and sound judgment.
- Exceptional communicator capable of simplifying complex issues and effectively telling the credit union story.
- High integrity and credibility with the ability to represent The League with professionalism and authority.
- Collaborative and emotionally intelligent leader who fosters trust and alignment across diverse stakeholders.
- Resilient and adaptable in a dynamic regulatory and economic environment.
- Diplomatic and culturally aware, capable of unifying organizations across multiple states and leadership styles.
- Visible and engaged leader willing to travel extensively and build strong relationships across the League's footprint.
- Committed to advancing the credit union mission and the principle of "people helping people."

## Compensation

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A competitive compensation and benefits package will be offered to attract an outstanding candidate.

## To Apply

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To apply, please send a cover letter and current resume (Microsoft Word® format preferred) [here](#). The cover letter should outline how your experience fits the requirements of the position as this will be an important factor in considering your candidacy. Candidates from historically underrepresented and marginalized communities are encouraged to apply.

*Sterling Martin Associates is committed to providing equal opportunity for employees and applicants in all aspects of the employment relationship, without regard to race, religion, color, age, gender (including pregnancy, childbirth, or related medical conditions), marital status, parental status, sexual orientation, gender identity, gender expression, ancestry, national origin, citizenship, political affiliation, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics. All employment is decided on the basis of qualifications, merit, and business need.*

## Additional Information

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