

Director of ALM, Financial Planning & Analysis
KeyPoint Credit Union
Santa Clara, CA

The year was 1979 and the personal computer was about to change the face of the world. In the Silicon Valley, a group of visionaries, part of the then American Electronics Association, were realizing the potential they could harness by pooling their resources to serve the financial needs of their employees within the technology industry. They founded AEA Credit Union, which eventually became KeyPoint Credit Union; an organization that today has approximately \$750 million in assets, and more than 40,000 members within such high-tech leaders as Apple, Google, Cisco and scores of other similar organizations.

In 2004, KeyPoint Credit Union expanded its community charter to include anyone who lives, works, attends school or worships in the counties of Santa Clara, Alameda, San Mateo, Sacramento, Santa Barbara, Contra Costa and parts of Ventura. Furthermore, KeyPoint Credit Union became the first financial institution to allow mobile banking and in 2007 launched the Facebook Banking Application. In 2008 it was recognized as “Business Member of the Year” by the Santa Clara Chamber of Commerce for its outstanding commitment to the communities of the Silicon Valley. These are but a few examples that demonstrate KeyPoint Credit Unions ability to remain cutting edge and at the top of their game, significantly increasing membership and introducing even greater numbers to their mission, “putting member’s needs first.”

The Director of ALM, Financial Planning & Analysis is responsible for developing, implementing and managing the asset/liability management systems, the investment portfolio strategies, profitability measurement systems, and the budgeting and financial analytical processes. This role creates and manages the balance sheet and net interest income profile of the Credit Union, provides insight into the key drivers of the profile, and offers valuable solutions for managing the Credit Union’s balance sheet. He or she must demonstrate outstanding quantitative and technical skills, along with the ability to clearly define and articulate the risks and returns of the balance sheet to a variety of audiences. This is a crucial role viewed as a key source of input in managing the Credit Union’s balance sheet.

Responsibilities:

- Maintain and manage the continuous evolution of the Credit Union’s Asset/Liability Management system; Profitstar. Monitor asset/liability management positions and methodologies and recommend actions to manage the Credit Union’s balance sheet, net interest margin and interest rate risk.

- Develop, recommend and manage all investment portfolio strategies based on Asset/Liability positions and the economic environment to maximize investment yield within an acceptable level of risk. Will also analyze and recommend new investment products, develop and maintain vendor relationships in the investment community, and monitor the performance and market value of the investment portfolio.
- Lead a team of three analysts involved in all aspects of Asset/Liability Management, budgeting, investment accounting and cash management
- Create the monthly ALCO analytics including net interest income forecast, earnings-at-risk, and market value sensitivity.
- Assist in preparing projects for strategic planning including maintaining budgeting systems and coordinating the annual budgeting process.
- Perform financial analysis of capital projects, products and services; as well as post-audit projects to measure performance in comparison to projections. Will analyze pricing and lease-buy options, evaluate the Credit Union's financial operations and recommend modifications as appropriate. Will also provide analytical support to accounting operations and finance.
- Implement and maintain profitability measurement systems for organizational profitability, product profitability and input to member profitability. Will develop and maintain activity based standard units to measure operational efficiency and productivity.
- Present to management a clear picture of the net interest income profile along with detailed insight into the drivers.
- Consistently work to build best in class metrics to portray the risk and return of the Credit Union's balance sheet.
- Maintain and expand existing Static Pool analysis and Dealer Performance models and indirect pricing analysis.
- Perform other duties as assigned by the Vice President of Finance.

Qualifications:

- A minimum of three years experience in an active balance sheet management role within the Credit Union, Banking or Financial Services arena.
- Demonstrated ability to develop best in class balance sheet analytics that clearly and accurately portray the risks and returns of an organization.
- Hands-on individual with a successful track record for developing insightful, value-added, actionable analytics.
- Thorough knowledge of financial markets, Asset/Liability Management (including duration and total return) and financial analysis (risk/return relationships and the time value of money).
- Proven ability to lead a team of financial analysts; must have the desire and ability to mentor junior members of Finance.

- Strong PC, spreadsheet and database management skills, as well as superior quantitative and technical skills, including experience with recognized asset/liability management systems such as Profitstar, BancWare, QRM, etc.
- Excellent written and verbal communication skills; a demonstrated ability to work effectively with all levels of staff. Must have strong presentation skills with the ability to clearly articulate complex topics to a broad audience.
- Highly motivated individual focused on building a flexible and efficient Asset/Liability Management discipline to provide insight into the Credit Union's balance sheet performance, and is creative in bringing forth balance sheet management solutions to management.
- Undergraduate degree in Finance, Economics, Accounting or other quantitative field is required; Graduate degree or CFA is preferred.

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