



Advancing Leadership Success

**Chief Executive Officer**  
**121 Financial Credit Union**  
**\$500M Assets**  
**Jacksonville, FL**



121 Financial Credit Union (FCU) is recruiting for a chief executive officer who will boldly grow the organization, develop innovative products/services, deepen membership relationships and expand the brand recognition in the marketplace. The Board of Directors, committed to their development and engagement, believes that the organization is poised for its next level of growth. With solid financials, a strong management team and a number of strategic initiatives, including a \$50M merger, in progress, the next CEO will need a proven track record of aggressively growing operations in order to sit at the helm of this organization.

The ideal candidate will have successfully led the efforts to differentiate an organization's value proposition in a competitive marketplace through branding, technology and efficiency. This leader will build a trusting partnership with the board by executing on initiatives, delivering results and challenging the directors to dream bigger.

The minimum requirements for candidates' consideration include:

- Extensive experience in a C-level position at a credit union or bank of at least similar complexity
- Success in developing and deploying a brand that promotes the value proposition
- A track record of being a 'fast-follower' in implementing technology solutions as it relates to delivery channels and internal operations
- Development of a strong and loyal team
- Success in both organic and non-organic growth

#### **ABOUT 121 FINANCIAL CREDIT UNION**

Historically a telco credit union, 121 FCU is a community-chartered credit union that serves 40,000 members in 11 counties with eight branches. Originally established in 1935, 121 FCU changed its name from Florida Telco in 2010 to align with its broad and diverse community-based members. Currently around \$450M in assets, Duval FCU is in the member approval phase to add \$51M in assets, 6,300 members and four branches to 121 FCU's operations.

#### **ABOUT DDJ MYERS, LTD.**

Founded in 1989, DDJ Myers is an executive search, leadership development and strategic planning firm that services credit unions nationwide. Our executives are sought out to present at industry conferences on best practices in succession planning, board development and executive search.

To submit your confidential resume and learn more about the position represented by DDJ Myers, Ltd., please email your resume to [121fcu@ddjmyers.com](mailto:121fcu@ddjmyers.com).