

Chief Experience Officer
Red Rocks Credit Union
\$250M Assets
Highlands Ranch, Colorado



Red Rocks Credit Union is recruiting for an executive to lead the organization's member experience, marketing and sales efforts in order for the credit union to successfully fulfill its strategy of engagement. The role of CXO will provide cultural leadership, branding and marketing strategies, strategic plan input, and ongoing staff development and coaching. The credit union believes in a highly collaborative style and expects its leaders to cultivate team leadership and cross-functional initiatives.

With direct oversight and accountability for product development, the member engagement lifecycle and marketing efforts, this executive is ultimately responsible for core and ancillary product sales. The CXO will carry out and implement growth strategies in first mortgage, consumer lending, and other income products through ongoing engagement initiatives while maintaining a fiscally sound loan portfolio. In addition to collaborating on strategy, this role owns the following functions:

- Marketing and member communications
- Digital / social media engagement
- Member experience research and product design
- E-Services channel development
- Revenue production / sales targets
- New member acquisition
- Business development and sales lead generation
- Product development
- Member transaction processing
- Payment system development

Experience, educational and competency requirements:

- Bachelor's degree in business or marketing or deep equivalent experience
- Experience with market research and user-focused product design
- Five to seven years senior management experience
- Experience with data integrations
- Track record of creativity and sustainability in improving deposit, loan, and customer growth
- Leadership skills including strong interpersonal skills, persuasion, planning and organizing, and an optimistic and self-starter disposition
- Developing and delivering on goals

ABOUT RED ROCKS CREDIT UNION

Originally formed for the employees of Martin Marietta (now Lockheed) in 1980, the credit union now operates with a community charter. It has operated with outstanding efficiency ratios gained through an emphasis on alternate delivery channels. Located in the booming Denver Suburb of Highlands Ranch, the brand new offices are designed in an open fashion to reflect the culture and come with outstanding views of the Rockies.

ABOUT DDJ MYERS, LTD.

DDJ Myers is the executive search consultant for this organization. Our expertise is in supporting leadership teams in sustainable practices for high-performing organizations through succession planning, leadership development programs, executive coaching, board governance and renewal, and executive search. Please learn more about us at www.ddjmyers.com.

To submit your confidential resume and learn more about the position represented by DDJ Myers, Ltd., please email CXO@ddjmyers.com or call (800) 574 8877.