

**Chief Retail Officer
DuPont Community Credit
Union
\$1B Assets
Waynesboro, VA**



DuPont Community Credit Union (DCCU) is recruiting a SVP, Chief Retail Officer to lead the credit union's retail services and marketing efforts in existing and untapped markets. Reporting directly to the new CEO, this executive will direct, develop, and enhance three regions of branches, contact center, eServices, retail support operations, community development, and marketing. This \$1B retail banking institution is seeking a top performer to join their successful organization that has a demonstrated commitment to growth and leadership development. DCCU, with a clear purpose and mission, is and will continue to set the bar for the retail banking experience in its marketplace.

The CRO will be charged with developing and deploying a retail delivery strategy that integrates the three distinctive retail channels into a seamless omnichannel member experience. The CRO will also evolve the retail operations, sales & consultative service methodologies, and build out an in-house marketing function that increases market awareness of DCCU's value proposition. This role will play an integral role in designing and delivering innovative products/services to legacy and growth markets. Additionally, this leader will partner with other executives to leverage DCCU's recently approved Low Income Designation (LID) and Community Development Financial Institution (CDFI) to further the commercial and economic needs of the community. The successful executive will collaborate with other key leaders in improving the credit union's operations and efficiency, readying for strategic growth.

DCCU is proactively engaging in strategic change on multiple fronts, including capitalizing on business intelligence to achieve above-peer results, transforming the retail footprint, growing member business services, successfully implementing a recent core conversion, and, most importantly, developing outstanding employees to fulfill the organization's mission.

Experience requirements:

- Deep experience in retail banking with at least five years' in an executive leadership position.
- Proven commitment to service the member (customer) in times of change.
- Track record of sustainably improving deposit, loan, and member growth.
- Expertise in establishing goals tied to strategic initiatives, employee development and scorecard management.
- Leveraging their subject matter expertise in one field and applying it to learning new disciplines.
- Bachelor's degree.

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 CRO@ddjmyers.com or call (800) 574 8877.