

**Chief Executive Officer**  
**Keys Federal Credit Union**

\$140M assets

Key West, Florida



Keys Federal Credit Union is seeking a CEO to lead them toward new opportunities. Originally founded to serve the Naval Base and Air Station, the credit union now operates with a community charter and serves all residents in the long Florida Keys. While the Keys were particularly hard-hit by the mortgage crisis and had a long road to recovery, the organization is now oriented toward possibilities.

The CEO is the steward of the credit union's strategic plan and it's critically important continuity. The board focuses on approving and monitoring the strategic plan and expects the CEO to manage the credit union operations. Involving the Board as needed is essential in maintaining a strong and sustainable two way communication path.

Community relationships is foundational to the credit union's success, and the CEO is the face of the credit union. The CEO is expected to be capable, willing, and engaged in the relentless pursuit of nurturing relationships internal to the credit union and in the communities serviced. The credit union has a 77 year history and the town started as a military town. Building relationships with the commanding officer of the base, conducting social interactions in the community, and community leadership roles are key parts of the CEO role.

The successful candidate will bring strong and diverse communication skills to interact effectively with varied constituents. An open and inviting presence will build trusting relationships and be readily approachable by all constituents. The CEO must be able to process inputs quickly and develop coherent strategy, support the application of that strategy into tactics and provide coaching of the key leaders in the credit union to take on the successful management and implementation of the strategic plan. Organization results will come from mapping the new future, strong planning, effective motivation and leadership of the team, building motivation and strong community and customer relationships. A bachelor's degree, experience in consumer financial organizations, strength in finance, and solid working knowledge of marketing and operations are expected.

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