



## Advancing Leadership Institute

**Vice President, North Carolina Region**

**Alliance CU**

**\$346M**

**Wilmington, NC**

Alliance CU has created a new executive position that will lead the North Carolina Region's credit union's presence. This position is responsible for strategically aligning the credit union for growth and expansion through the organizations current and future channels including: branches, Community Business Partners (SEGs), dealerships and community groups.

With the credit union's four branches, Business Relationship manager and the support of the headquarters in San Jose, CA this individual will bring new ideas and best practices to the sales and service culture and growth initiatives. This position will stay abreast of local trends and strongly influence or be responsible for decisions to move in/out of branch geographic marketplaces, deepen and cultivate new relationships with dealerships, CBPs and the overall membership in order to achieve deposit and loan growth targets.

This is a unique opportunity to lead a significant portion of the credit union's operations and report directly to the CEO. Alliance Credit Union, a progressive organization with state charters in California and North Carolina, has successfully weathered the economy in both states and is ready to achieve its growth targets. Although the majority of time will be spent working within the NC region, this role will be an active member on the Executive Team and engage in the organization's strategic initiative development and execution. This person will be required to be self-motivated and manage, inspire and lead the NC staff, the role's peers (CFO, Lending, Marketing, HR and IT) based in San Jose, CA will actively support this role and region's needs.

The new Vice President, North Carolina Region will have a proven track record (5+ years) within the financial services industry leading multiple retail banking branch operations and business development efforts. Expert experience with consumer deposit and lending products and services is a requirement to be successful in this role.

To learn more about this role please send your resume to Peter Myers ([pmyers@ddjmyers.com](mailto:pmyers@ddjmyers.com)).