



Advancing Leadership Success

**VICE PRESIDENT, MARKETING &  
BUSINESS DEVELOPMENT**

**Century Federal Credit Union**

\$415M Assets

Cleveland, OH



Century Federal Credit Union (Century) is looking for a vice president of business development (VPMBD). The VPMBD reports to the CEO and is responsible for creating and leading the member and deposit growth strategy. This person is also responsible for building product roadmaps and business cases and marketing products and services. The VPMBD collaborates with the management team to establish and execute strategy, goals, tactics, budget, and priorities.

The VPMBD prepares financial modeling and business case assessment in evaluating the performance of products, services, and promotions. This person will develop promotional campaigns to drive sales of deposit services and loan products and services in collaboration with the marketing team. The VPMBD leads the credit union's planning and execution of strategies to increase sales and growth and manages business development and marketing staff.

Candidates must have a comprehensive understanding of the financial services industry, specifically knowledge of deposit services, loan products, and services. 5 years of financial services industry experience is required. At least 3 years of experience and knowledge of product management or related disciplines is required (project management, product marketing, finance, and business analysis). An MBA is required.

**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](http://www.ddjmyers.com).

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