




# VAL MINDAK, CCE

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## EXECUTIVE MANAGEMENT

Strategic-Leader -- Goal-Driven – Visionary -- Strong Communications -- Culture Leader –  
Technology & Digital Savvy -- Asset/Liability Focused – Enterprise Risk Management --  
Financial/Operational Integration Expert –Retail/Relationship Focused –  
Community/Industry Involvement



## EXPERIENCE

**CEO/President – \$225.8M Park City Credit Union, Merrill, WI**  
**20,000 members – 8 Branches Northern Wisconsin**  
5/1/09 – PRESENT

- Works collaboratively with the Board of Directors to drive strategies to meet our corporate mission/vision;
- Responsible for developing, fostering and advancing the mission and vision of organization. Ensures positive member satisfaction and utilization of the credit union by member-owners and to drive positive community outreach programs.
- Growth Focused! Develops business strategies to align with short-term and long-term objectives. Year-over-year financial and member share-of-wallet expansion goals achieved.
  - Total increased asset growth of \$125 million since becoming CEO/President.
  - Developed strong internal culture with the goal to provide excellent member service experience through all channels (in-branch, e-commerce/digital, social media, call center);
- Digital focused. Strong technology integrated globally;
- Drives positive internal culture to ensure strong engagement to the company, which translates to positive member interactions and retention!
- Proficient in compliance, enterprise risk management, audit, compliance, ALM, lending (consumer, real estate, commercial), participations (wholesale strategies) and depository services;

- Community-focused with overall mission to use the success of the credit union to give back to our communities. Created Park City Cares, #ShareTheCare. Global staff looking for opportunities to execute random acts of kindness initiatives throughout all our counties to share the credit union difference, demonstrate our key differences and jump-start interest in our organization while helping others. Volunteer efforts also coordinated under this initiative brought 1500+ hours of service and outreach to over 10 counties in 2019. Annual donations (monetarily and volunteer efforts) given to over 125+ organizations. Active within all school systems;
- Strong industry and regulatory knowledge and involvement. Frequent presenter at League meetings, Chapter meetings, Women’s Leadership Conferences, Young Professional Conferences and local business groups to advance participant knowledge of industry and to foster personal business growth and development skills;
- New corporate facility project oversight 2017-2018:
  - Primary driver to design and oversee entire project for the new 26,000 sf. building from concept through construction. Goal of project was to ensure strong member experience combined with strong digital execution and to position organization for future growth opportunities;
  - Leadership on project saved the credit union \$775K coming in under budget and opened to serve the membership ahead of targeted date;
  - 2019 results surpassing YTD projections - resulting in rapid growth for organization!
  - Strengthened staff engagement with new building to drive strong culture;
  - Earned 1<sup>st</sup> place CUNA Diamond Award tied to brand awareness relating to new building.

**Chief Operating Officer (COO) – Connexus Credit Union, Wausau, WI**

1987-2009

- Grew organization by over \$350 million before leaving for Park City Credit Union CEO role.
  - Executive team member charged with designing a strategic plan to meet the corporate growth and member service execution for the organization locally and nationally;
  - Exceptional leadership coaching skills, was selected as the successor for the current CEO and endorsed by the Board of Directors;
  - Responsible for all member-facing areas of the organization to ensure retail goals/objectives met to achieve the strategic plan:
    - All member-facing and retail driving teams reported to me directly. Direct reports were in Wausau area as well as nationally within select employee group (SEG) buildings. These teams included lending (consumer, real estate), branch managers and all deposit services (complex deposit products), call center, marketing/business development, digital solutions and e-commerce, training/education teams aligned to meet the corporate goals and mission. Total of 70 employees that were under leadership;

- SEG development – built and fostered the relationship between Connexus Credit Union with key SEG groups such as Liberty Mutual, Wausau Insurance Companies, Nationwide Insurance and Ohio Mutual to bring our credit union products and services to over 50,000 employees nationally.
- Mergers and acquisitions. Independently negotiated and coordinated strategies that resulted in opening 4 long-distance branches nationally within Liberty Mutual Group in Boston MA, Dover NH, Portsmouth NH, and Fairfield, OH. Managed branches throughout the country to meet the corporate and regional goals;
- Sought out as a mentor within the organization and outside of Connexus Credit Union to help professionals grow their managerial skills. These managers are now leaders within the organization;
- Drove the education/training plan for the organization for all levels of management and staff. New hire orientation, staff development, all staff training events, coaching/mentoring, sales and retail skill development, culture activities;
- Robust marketing and business plan development and execution to include local and national marketing strategies to drive relationships between credit union and SEG groups.

### **Heartland Credit Union, Madison, WI**

**1981 – 1987**

Held various positions with increasing responsibility:

- Member Financial Representative, IRA Specialist, Collections, Branch Manager, Credit Card Specialist, Sr. Teller, Teller



## SKILLS

- Global Visionary – Understands synergy between teams – aligns and motivates!
- Asset liability management (ALM)
- Proficient public speaker
- Strong communicator
- Develops and fosters positive culture, encourages employee development and to contribute to succession planning strategies & employee engagement
- Merger and acquisitions
- Active in community – engage to create opportunities and grow our brand
- Relationship Focused Leader bringing retail strategies and strong member service together to meet mission and growth targets
- Consumer Lending – retail/wholesale
- Real Estate Lending
- Commercial Lending
- Participation lending
- Digital/e-commerce/mobile strategies
- Targeted marketing strategist
- Enterprise Risk Management (ERM)
- State and federal exam oversight
- Understands board dynamics and preparation - collaboration



## INDUSTRY/LOCAL BOARD INVOLVEMENT

Involved. Leadership. Proactive. Movement-Driven!

### Current

- Federal Reserve Bank of Minneapolis – Community Depository Institution Advisory Council
- Chair – Wisconsin Credit Union League (WCUL) – representing 130+ credit unions statewide
- Chair – Wisconsin Credit Union League Service Corporation
- Board Member – WCUL Governmental Affairs Committee
- Board Member – WCUL Foundation
- Chair – WCUL Unity Fund – Political Strategy
- Board Member – Corporate Central Credit Union \$3.18B assets
- Executive Board Member – Treasurer – Corporate Central Credit Union \$3.18B assets
- Board Member – Ascension Hospital Foundation
- Board Member – Rotary Club #2669
- Board Member – Northcentral Technical College Foundation Board

### Past

- Assistant Governor – Rotary Club #2669 (2014-2015)
- Chair/Board Member – WCUL Governmental Affairs Committee (2008-2018)
- CULAC Trustee – Representing Wisconsin Political Affairs (2017-2018)
- Board Member – STAR Foundation (Youth Support) (2013-2015)
- Rotary – Paul Harris Fellow (2016)

- River Bend Trail – Merrill, WI – helped to extend the trail along the Wisconsin River and to get Merrill City funding to extend the trail system through the city;
- Board Member – Ascension Hospital Regional Central Wisconsin Board (2015 - 2016)
- Board Member – Bell Towers (2015)
- Board Member – Ministry - Good Samaritan Health Care Center (2010-2015)
- Board Member - Merrill Chamber of Commerce (2010-2015)
- Chair – Finance Committee – Merrill Chamber of Commerce (2012-2015)



## **EDUCATION**

**University of Phoenix – B.S. Business Management 2017**  
**Advanced Managerial Studies**

**Chicago School of Business – Mergers and Acquisitions Institute (2016)**

**CUNA Enterprise Risk Management (2014)**

**Credit Union Executive Society Certified Chief Executive Office (CCE) designation (2004)**

**University of Virginia Darden School of Business – Management/Strategy (2003)**  
**Cornell University – Leadership (2002)**

**Wharton School of Business – Management (2001)**



## **OTHER NOTABLE ACHIEVEMENTS**

- Earned the 2019 Credit Union Leader of the Year award out of 450 attendees at recent national convention at Caesars Palace. Earned the award due to industry involvement, organizational growth, culture development, and community giveback strategies;
- Keynote speaker at the National CU Leadership Convention, Las Vegas (8/2019) that had over 3,000 attendees from all across the country;
- Awarded Citation by the Legislature, State of Wisconsin, presented by Senator Tom Tiffany and State Representative Mary Felzkowski (6/17/19) due to immense contributions to the financial sector for Northern Wisconsin and to the credit union industry for the State of Wisconsin;
- Rotary International Paul Harris Fellows status (2015);
- Wisconsin Governor Award – Development of the curriculum required by Department of Public Instruction for the Wisconsin Youth Apprenticeship Program.



## REFERENCES

- Sally Dischler – President, Heartland CU, Madison, WI  
(608) 608.268.7327
- Brett Thompson  
CEO/President – Wisconsin Credit Union League, Madison, WI  
(800) 242-0833
- Chris Felton  
CEO/President – Corporate Central Credit Union, Muskego, WI  
(800) 242-4747

Additional Available Upon Request