

MARK RICHTER

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A management, leadership, and marketing executive who is a goal orientated, enthusiastic and energetic professional. Major strengths are growing people and building teams along with business development and business growth. Additional strengths in communication, building outstanding relationships with internal and external teammates. An optimistic, energetic leader who is an excellent coach, listener and team player who builds people and gets results.

EXPERIENCE

2022 – PRESENT

PRESIDENT/CEO, NORTH CENTRAL AREA CREDIT UNION

Providing Leadership to strengthen and grow the credit union. Creating a culture of teamwork, through mentoring and open communication. Work with the Board of Directors and Management to develop and execute a Strategic Plan. Responsible for all areas of credit union operation.

2010 – CU MERGED INTO NORTH CENTRAL AREA CU

PRESIDENT/CEO, FIRST UNITED CREDIT UNION

Provide Leadership and create a culture of growth, teamwork and cooperation. Create and execute the overall Strategic Plan. Responsible for all areas of credit union operation.

1999 – 2010

VICE PRESIDENT MEMBER SERVICES, CONSUMERS CREDIT UNION

Directly supervised all 12 retail offices, the Call Center and the Marketing Department. Managed Member and Employee Satisfaction and built and grew teams at retail offices, the call center and the Marketing Department.

QUALIFICATIONS AND ACCOMPLISHMENTS

STRATEGIC AND MANAGEMENT

- Facilitated Credit Union planning sessions, developed and implemented strategic plans.
- Created and launched whole new departments and business lines in Mortgages and Business Services.
- 23 years of experience in credit union executive and senior management roles.
- Converted First United to a state-chartered credit union to enhance growth opportunities.
- Updated logo with new more contemporary look.
- Created new Audit, Loan, ALCO and IT committees to assist the board in managing those areas of operation more efficiently.
- State of Michigan wide field of membership to enhance growth opportunities for NCACU.
- Overseen the successful merger of First United and North Central Area Credit Union.

HUMAN RESOURCES, TALENT ACQUISITION AND DEVELOPMENT

- Totally revamped benefits package at First United CU providing more employee benefits at a lower overall cost.
- Hiring and coaching and mentoring staff to become managers and leaders of their own.
- Created and implemented new employee handbook.
- Implemented all staff bonuses based on performance as compared to budget.
- Created and re-created organization charts as departments were added according to our growth.

- Implemented monthly one on ones with employees and their manager.

FINANCIAL

- Created more in-depth budgeting process and provided quarterly versus budget reports to the board.
- Implemented rigorous Asset Liability policies and procedures.
- Created monthly liquidity report to give board liquidity updates in between ALCO meetings.
- \$108 Million sold and serviced mortgage portfolio
- \$6 Million sold and serviced auto loans
- Acquired our own Freddie Mac ticket to sell mortgages directly to Freddie Mac.
- Established \$6.2 Million line of credit with Alloya Corporate FCU for additional liquidity, which has increased post merger.
- Established Federal Home Loan Bank Membership and \$4 Million Line of Credit to help with additional liquidity.

MEMBER SALES AND SERVICE

- Established specific goals and objectives for all employees, departments and business units.
- While at Consumers CU grew from \$50 Million to over \$350 Million in assets during my 10 years there.
- Took First United CU from a CU that was shrinking and losing money and just \$20 Million in assets to a CU today that averages .94% ROA and is over \$56 Million in just 11 years.
- First United CU triples its peers in Asset Growth, Loan Growth and ROA and has for the past nine years.
- Fast follower in technology keeping pace with large Financial Intuitions product and service offerings.
- First United CU recognized by CUNA in 2018 as the 20th best performing CU out of the 3,286 CUs in the country in our asset size for return to membership.
- Under my leadership as CEO of North Central Area CU, raised the net worth ratio from 7% to 10.37%.
- Extended Call, Chat and Text hours 8a – 8p M-F 8a-3p Saturday.
- Secure e-mail messaging to members.
- Enhanced online and mobile app presence offering remote deposit capture and remote loan closings.

LEADERSHIP

- Developed and implemented business and Marketing plans that accompany and compliment the overall Strategic Plan.
- Provided leadership in conjunction with the Strategic Plan, Values, Vision and Mission of the credit union.
- Implemented Sales and Service cultures at Consumers CU and First United CU and North Central Area CU that improves members service and employee satisfaction.
- Excellent coach and mentor who takes pride in staff accomplishments, a true servant leader.
- Exhibits continuous commitment to professional growth.
- Developed and grows a culture of member service and growth where everyone works together so that we can all accomplish more.

COMMUNITY

- A leader in the credit union Industry currently serving on Xtend (CUSO) Board.
- A leader in the credit union industry serving on Grand River Chapter Board.
- A leader in the credit union industry who served as an Alternate Director on the MCUL Board.
- A leader in the community currently serving on Grand Rapids area YMCA Board.
- A publicly elected representative who served as Jenison Public Schools Board Treasurer.

EDUCATION

JUNE 1991

BACHELOR OF BUSINESS ADMINISTRATION, WESTERN MICHIGAN UNIVERSITY

Major in Marketing, Minors in General Business and Economics