



Spring Meeting 2020 Conference Speaker Information

Speaker's Bio-Ali Martinez, EVP, JM Web Services

Ali Martinez is the Executive Vice President and Co-Founder of JM Web Services. She



has a rich history with the credit union industry and has grown up embracing their philosophy of "People Helping People." As the daughter of two Miami-Dade County workers who were loyal to their credit unions, Ali quickly understood the importance of the cooperative movement and the opportunities they provide to bank and belong to something better. She truly has a passion for credit unions and has dedicated her skills to helping the industry that has been there for her through every stage of her life. First

by working the teller line in her teens to ultimately co-founding a web development and digital marketing firm with her husband and fellow credit union baby and advocate. Ali currently oversees the digital division of JM Web and has over nine years of experience in developing and implementing digital strategies for their clients. *She will be speaking about the most effective digital strategies for credit union advertising.*

Speaker's Bio-Sam Strickland, CEO, The Pod

Samantha "Sam" Strickland knows credit union marketing. After spending nearly 13



years at First Commerce Credit Union (*VP - Growth & Brand Management*), Sam started The Pod, a full-service strategic creative services firm focused on credit unions. Serving as the "Remote CMO" for credit unions of all sizes, Sam and her team provide everything from day-to-day marketing support to Emmy-award-winning video production to website development to rebranding. In her presentation, *Sam will discuss a new way to tackle complex challenges called Design Thinking. This human-centric, collaborative approach to problem-solving originates from the manufacturing industry where we will seek to understand a*

market, identify a problem, and find a solution -- all while keeping the people at the core of the solution.

Speaker's Bio-Trey Rudder VP Strategic Balance Sheet Management, Corporate America

Trey Rudder is currently Vice President of Strategic Balance Sheet Management Department at Corporate America Credit Union. The SBSM department is responsible for measuring and monitoring Interest Rate Risk for Corporate America, member facing Asset Liability Management, member lines of credit and other member facing solutions. Trey has been at Corporate America for 5 years and has nearly 20 years of experience in the industry. Trey has numerous speaking engagements including previous CUES events. *Trey will be providing financial literacy training for Board and Supervisory Committee.*



Speaker's Bio-Mike Blanchard, CEO, Blanchard Consulting Group

Mike Blanchard is the CEO of Blanchard Consulting Group. He has extensive experience in the human resources field and has conducted or supported over 500 compensation planning and market research projects in the financial services industry over the past 20 years. Before founding Blanchard Consulting Group, Mike was a founder of Blanchard Chase, Managing Director with Amalfi Consulting, and a Vice President for Clark Consulting. With graduate studies in advanced industrial and organizational psychology, Mike's areas of expertise encompass multiple disciplines within executive and staff level compensation plans. *Mike will be speaking about performance based compensation strategies for credit unions.*



Speaker's Bio-**John H. Deloach, Shareholder, Williams Gautier**

John earned his Bachelor of Arts degree, magna cum laude, Phi Beta Kappa, in



1990 and his Juris Doctorate, high honors, in 1994 from The Florida State University. John has focused his practice for more than 20 years on representing credit unions in compliance, contract, merger and corporate matters as well as assisting credit unions in their relationships with the NCUA and state regulatory agencies. John also regularly conducts local and national seminars and workshops on credit union law and operations and, in particular, the complex compliance issues which face credit union. *John will provide Board and Supervisory Committee training on Bank Secrecy Act and OFAC as well as regulatory compliance.*