



For Immediate Release:
March 17, 2022

For more information, contact:
Tony Hill, SVP/Chief Marketing Officer
800.252.2664 or 608.271.2664, ext. 321
tony@cues.org • cues.org

CUES® Emerge Program Cohort Members, Masterminds Announced

MADISON, Wis.— Thirty up-and-coming credit union leaders are participating in the [CUES Emerge 2022 program](#), the talent development leader recently announced. All participants were selected based on their potential to create a lasting impact within the credit union industry.

This group will receive coaching, training and resources to build their leadership acumen and strategic thinking skill set. They will also benefit from the exclusive opportunity to collaborate with their peers during mastermind groups, where they will work to transform their ideas into a business case and compete for the chance to become the 2022 CUES Emerging Leader.

“Our third year of CUES Emerge proves that the field of talent is as strong as ever in the credit union industry,” said John Pembroke, CUES President/CEO. “The 30 selected to participate represent a cross-section of the credit union world. We’re excited for them to begin their journey, and to see what they learn from the program.

“With the support of our partners at [Currency](#), and a panel of judges, we will select a Final Five and Top Three before ultimately choosing the 2022 CUES Emerging Leader in October,” continued Pembroke.

The CUES Emerge cohort is a diverse group, hailing from 17 states and representing 23 different credit union roles. All are highly respected among their teams, having shown enormous growth in their development by driving change in their credit unions and the communities they serve.

See the 2022 CUES Emerge cohort members [here](#).

Guiding the participants are six Masterminds, hand selected for their leadership, industry impact and drive to develop themselves and others:

- **Geoff Bullock**, EVP, Member Experience, Royal Credit Union, Eau Claire, WI, USA
- **Clark Duncan**, Product Manager, CU NextGen, Wilmington, DE, USA
- **Alyssa Guillory**, Vice President of Marketing, Unity One Credit Union, Fort Worth, TX, USA

- **Alex Hsu**, Vice President, Planning & Change Management, SchoolsFirst FCU, Tustin, CA, USA
- **James Hunter**, Chief Diversity Officer, Firemen's Federal Credit Union, Metairie, LA, USA
- **Emily Strybosch**, Brand Specialist & Coach, Libro Credit Union, London, Ontario, Canada

All Masterminds previously participated in CUES Emerge or its predecessor, the CUES Next Top Credit Union Exec (NTCUE) competition. Hsu is the 2021 CUES Emerging Leader. Hunter and Guillory were CUES Emerge participants in 2020. Duncan and Strybosch were part of the NTCUE competition in 2018. And, Bullock was named the winner of NTCUE competition in 2017.

The Masterminds are an integral part of the CUES Emerge program. Each will support five participants, helping them connect the learning to their business case, and supporting them through to the competition phase.

Follow along on the CUES Emerge journey and join us in celebrating the 2022 cohort at [CUESemerge.com](https://cuesemerge.com) or at #CUESEmerge.

Learn more about CUES at cues.org. Learn more about Currency at CurrencyMarketing.ca.

CUES is the leading talent development solutions provider for credit unions in North America. We educate, develop and support credit union CEOs, executives, directors, and emerging leaders through partnerships with premier business schools, live and online events, digital learning, networking, and premium content. With over 35,000 members and growing, we measure success one leader at a time.

Connect with CUES at CUES.org and on [LinkedIn](https://www.linkedin.com/company/cues), [Facebook](https://www.facebook.com/cues), [Twitter](https://twitter.com/cues), and [Instagram](https://www.instagram.com/cues). For daily insights on issues impacting credit unions visit CUmanagement.com.

Currency is a credit union-focused marketing firm. Our unique programs—It's a Money Thing, and CUES Emerge—focus on helping credit unions raise awareness, build relationships and foster financial empowerment with young adults.

Connect with Currency at CurrencyMarketing.ca and on [LinkedIn](https://www.linkedin.com/company/currency), [Facebook](https://www.facebook.com/currency), [Twitter](https://twitter.com/currency) and [Instagram](https://www.instagram.com/currency).

###