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CONTACT: Jen Kochan, Communications Director
608.288.5325, jenk@cues.org

Christina Mullins Named 2026 CUES Emerging Leader

MADISON, WI – October 13, 2026 – Christina Mullins, Senior Lending Resources Specialist, State Employees' CU, NC, has been named the 2026 CUES Emerging Leader.

As one of five finalists, Mullins' journey began when she was selected into the CUES Emerge program early in 2026. From there, attendees engaged in live online courses and Mastermind sessions, creating project ideas and developing business cases that were reviewed by a panel of judges.

On October 7, Mullins and four other finalists presented their projects live during an online pitch show. The event was hosted by Tim McAlpine, Founder & CEO of [Currency Marketing](#).

Two other finalists, **Justin Thompson**, Marketing Automation Analyst, Royal CU, WI, and **Brandon White**, Manager Financial Crimes Analytics, Wings CU, CO, were named as runners-up.

Each Top 3 winner will receive a CUES educational package with options to advance their growth, led by top executive education professors, plus leadership assessment and coaching from [Envision Excellence](#).

Mullins' winning business case, **BUILDing from Within: A Scalable Succession Management Framework**, offers a five-phase approach to succession planning that helps credit unions develop future leaders from within, reduce turnover and hiring costs, and establish a board-approved process aligned with NCUA expectations.

The other finalists taking part in the online pitch show were:

- **Nicole Baker**, Member Center Manager, Community Choice CU, MI
- **Elizabeth Seelbach**, Director of Strategy, Resource One CU, TX

CUES Emerge was created to offer free professional development to the industry's up-and-coming leaders. Participants who complete the course work and business case earn the Certified Credit Union Manager (CCM) designation in recognition of their commitment to their career, credit union, and the movement.

Applications for CUES Emerge 2027 open in January.

Watch the 2026 CUES Emerge Pitch Show replay and explore the program at [CUESEmerge.com](https://cuesemerge.com).

Learn more about CUES at cues.org. For more on Currency Marketing, visit [CurrencyMarketing.ca](https://currencymarketing.ca).

About CUES

For over 60 years, CUES has advanced the credit union movement by developing exceptional purpose-driven leaders who meet the unique needs of their organizations and the communities they serve. CUES partners with the credit union system to elevate the leaders of today and tomorrow through exclusive networking and event opportunities, programs that facilitate personal and professional development, and unmatched digital and in-person learning experiences. Visit [CUES.org](https://cues.org) to learn how CUES plays a pivotal role in shaping the future of credit unions.

About Currency Marketing

Currency Marketing (<https://www.currencymarketing.ca/>) is the leading credit union-focused financial education firm. The *It's a Money Thing Financial Education Program* helps credit unions attract, educate and inspire young adult members, and provides education and financial training for members and staff. In addition, Currency Marketing

partners with CUES to manage the CUES Emerge program aimed at celebrating the best emerging credit union leaders and their ideas.

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