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EXECUTIVE RECRUITING | COMPENSATION | RETENTION & RETIREMENT | STRATEGIC SERVICES

Freedom First Federal Credit Union Enlists Services of D. Hilton Associates to Search for Chief Retail Officer

The Woodlands, Texas (April 2019) – Freedom First Federal Credit Union, headquartered in Roanoke, VA, is looking for a visionary executive to join their team in the role of Chief Retail Officer.

Reporting to the CEO, this position will be responsible for directing the sales of loan and deposit products to Consumers and Businesses. Other duties include overseeing functional areas and programs such as; Marketing, Business Analytics, Community Development, and the retail elements for Mortgage Lending, Commercial Lending, Consumer Lending, Branches and Treasury Services. In addition, the CRO is responsible for managing affiliate relationships for Wealth Management and Insurance Services along with directing the Net Promoter Program. This role will be actively involved in strategic planning and implementation, resource management, product/service development and financial forecasting as it relates to the sales function. A Bachelor's degree in finance or similar field, along with a minimum of five years' Bank or Credit Union executive leadership with a concentration in retail and familiarity with Commercial/Business lending is required. MBA preferred.

About Freedom First Federal Credit Union

Freedom First Federal Credit Union, with \$600 million in assets serves more than 54,000 members, by offering a wide range of financial services to people and businesses in the Roanoke and New River Valleys of Virginia. With a mission to help people prosper and communities thrive, Freedom First offers a unique blend of commercial and consumer banking services through its 10 branches and robust digital platforms. Anchored by a strong sense of mission and commitment to community, Freedom First is a recognized leader in community development and known nationally for its innovative Impact Banking programs. To learn more about Freedom First Federal Credit Union, please visit www.freedomfirst.com.

About D. Hilton Associates, Inc.

D. Hilton Associates, Inc. is one of the most recognized credit union consulting firms in the country. Our major practice areas are Executive Recruiting, Compensation Services, Retention & Retirement, Strategic Services, and Board Leadership. To date, D. Hilton has conducted over 3,000 successful searches for credit unions nationwide and has been employed by 95% of the largest credit unions in the country to fill senior executive management positions. For more information, please visit our website at www.dhilton.com.

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