

**HEIDI HUNT, CCUE, CIE, CCE**  
616.379.1189 ● hhunt@communitywestcu.org

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Financial executive that possesses a high level of emotional intelligence with over 20 years of combined lending and leadership experience. Ability to lead, motivate, and successfully influence others, while embracing vision, mission and core values. Instrumental in achieving significant growth and revenue improvements, as well as cost reductions, through team building and leadership expertise.

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**NOTABLE ACHIEVEMENTS AND EDUCATION**

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- **University of Pennsylvania, Cornell University, and University of Virginia** *Completed August 2021*  
Credit Union Executive Society; CEO Institute I, II & III  
*Designation: Certified Chief Executive (CCE)*
  
- **Stanford Graduate School of Business** *Completed July 2017*  
Credit Union Executive Society; Strategic Innovation Institute  
*Designation: Certified Innovation Executive (CIE)*
  
- **University of Wisconsin School of Business** *Completed July 2016*  
Credit Union National Association; CUNA Management School  
*Designation: Certified Credit Union Executive (CCUE)*
  
- **Davenport College of Business** *Completed May 1992*  
*Designation: Associates in Science Business Information Systems*

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**PROFESSIONAL BACKGROUND**

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**Community West Credit Union** *August 2023 – Present*  
*President and CEO*

- Responsible for the development and implementation of effective strategic planning, including the execution of policies, establishing objectives, monitoring the economic and regulatory environment, and developing appropriate strategies.
- Responsible for establishing and maintaining effective financial policies, including full understanding and awareness of financial, statistical and accounting records, ensuring assets are adequately protected, monitoring and advising on investment and securities portfolio, growth of loan and savings portfolios, and accurate and timeliness of financial reporting.
- Responsible for the effective administration of the credit union functions, including evaluating operation effectiveness, policies, savings practices, marketing, and overall programs.
- Oversees ALCO, Credit Committee, Business Loan Committee, ITCO, and Finance Committee.
- Responsible for human resource management, providing leadership to personnel. Ensures appropriate salary and wage structure is maintained and controlled. Delegates authority and responsibility to competent and effective management staff.
- Responsible for maintaining effective communication with the Board of Directors, personnel, and outside organizations, including supervisory agencies.

**Community West Credit Union***May 2011 – August 2023**Chief Lending Officer*

- Participate in long and short-term strategic planning, alongside departmental goal setting.
- Develop, implement, and monitor policies and procedures in accordance with credit union goals and regulatory compliance standards.
- Oversee all lending functions involved with real estate (including portfolio and saleable mortgage loans), consumer (direct and indirect loans), and commercial lending.
- Make recommendations to mitigate and manage risk.
- Analyze loan analytics to track trends and determine underwriting policy.
- Review pricing, momentum of promotional campaigns, and identify opportunities in accordance with strategic initiatives and corporate goals.
- Review loans for approval and denial that exceed loan officer authority and grant exceptions to policy on a case-by-case basis.
- Execute responsibilities in collaboration with the Chief Financial Officer regarding loan participations.
- Prepare monthly and quarterly reports for Board of Directors.
- Cooperate with Michigan Department of Insurance and Financial Services and external audit firm to ensure minimal loan deficiencies.
- Involved with ALCO Committee, Credit Committee, and Business Loan Committee.
- Provide mentoring and support to develop leadership and growth opportunities for managers and staff.

**First Place Bank***May 2006 – May 2011**Mortgage Loan Assistant*

- Assisted with the mortgage application process by meeting with customers and/or extracting data from the online application system.
- Reviewed and disclosed regulatory documents relative to initial disclosures.
- Worked closely with processing and underwriting departments for document gathering, including analyzing and reviewing income and asset documentation.
- Reviewed and approved settlement statement from the title company.
- Developed and maintained customer retention management program.
- Worked with third party vendors to obtain appraisals, title insurance, payoffs, and homeowners' insurance documentation.
- Chartered relationships with real estate professionals to assist in maintaining referral source business.
- Developed marketing materials to be sent to customers on an on-going basis.

**VOLUNTEER / BOARD INFORMATION**

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- **Legal Assistance Center; Grand Rapids, Michigan** *December 2023 - Present*  
*Board Member*
  - **Sync 1 Systems; Austin, Texas** *June 2020 - Present*  
*Board Member*
  - **Community West Credit Union; Kentwood, Michigan** *August 2019 - Present*  
*401K Plan Trustee*

*References available upon request.*