

# Brandon McAdams

STRATEGIC EXECUTION • MARKET OFFER DESIGN • TRANSFORMATIONAL LEADER

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- **I am a strategic leader who transforms outcomes by inspiring how teams think, work, and define success.** I have a proven track record of leading teams to achieve ambitious goals, such as redefining my organization's total market offer, brand awareness on par with super regional banks, and growth outside of peer benchmarks.
- **I excel at navigating at a high level, connecting disparate threads, and making visions reality.** My experience in nearly every corner of a financial institution and my hunger to learn have been essential to my success; from increasing yield and volume across all consumer lending lines to launching product roadmaps.
- **I believe that leadership is about building trust, collaboration, and accountability.** I am skilled at finding a place where everyone can succeed, and I believe in the power of storytelling to motivate, which allowed me to start a regional credit union networking group, lead over a 1/3 of our current VPs, and continually do more with less.

*“I am extending my highest recommendation for Brandon McAdams. The strength of his leadership, and strategic thinking is an invaluable asset to any team. The uniqueness of his ability to take a foundational concept and holistically develop a solution that is fully executable is unmatched. Brandon’s approach uses data backed, insight driven methodologies behind his guidance and recommendations. He consistently develops and delivers exceptional results surpassing my expectations every time.*

*If you are looking for a results-driven, data-informed team player, Brandon is the team member to choose.”*

- Michele Stone, former Chief Growth Officer, Coastal Credit Union; current President, SEEZ

## AREA OF EXPERTISE

Strategic Leadership | Operational Excellence | Integrated Marketing Strategy | Partnerships | People Leadership | Growth | Digital Marketing | Analytics and Insights | Consumer Lending | Product Development | Compliance | Financial Acumen | Payments

## SELECT ACCOMPLISHMENTS

- Redefined the organization's total market offer, resulting in a 180-degree turn in strategy. This included introducing new disciplines (unstructured consumer feedback, member experience, personas and prescriptive analytics), remaking the organization's image internally and externally, and redefining the product and digital roadmap.
- Increased brand recognition in line with regional super banks in the area. Also achieved growth percentages in line with credit unions in the \$10B club, and financial returns and delinquency well below peer levels.
- Co-founded a leadership development program, CUaware, that has provided the opportunity for young professionals, predominately women and minorities, in North and South Carolina to present in front of senior leaders across the Carolinas. The program is now supported through the Carolinas Credit Union League.
- Engaged employees in the industry through internal innovation teams, employee parties, townhalls, leadership summits, and my own departments, which always score above industry benchmarks and the organization's results.

## EXPERIENCE

### VP, STRATEGY AND INSIGHTS

Coastal Credit Union

Jan 2022 - Present

I retained my roles and responsibilities as VP of Marketing and gained a new charge in redefining Coastal's strategy to thrive, summed up with the strategy statement of "Innovate to provide an exceptional, personalized journey for members to achieve financial well-being for all." This included adding new disciplines to Coastal, as described early, as well as establishing new external partnerships with experts outside of the industry and developing the plan to bring internal leadership and employees along.

I was also in charge of both the Analytics and Reporting Department and Consumer Lending as an interim role, redefining how we do both departments including the introduction of SADL, PowerBI, and increasing yield on a \$120M/month indirect origination engine.

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## VP, MARKETING AND PRODUCT DEVELOPMENT

Coastal Credit Union

June 2016 – Jan 2022

Modernized our marketing strategy with a cohesive integrated approach that included some Coastal firsts: a \$1 million brand campaign to announce our voice in contrast to bank negligence, sponsorships with the biggest names in the Triangle, including an NIT sponsorship with the largest amphitheater in North Carolina, "prime time" TV commercials, Family Day events that grew to almost 5000 members, crafted and launch MVV, and redefined our patronage dividend program and internal referral program to focus on saving members money. This delivered a doubling of Coastal's Assets with an ROA routinely above 1%.

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## MGR, CONSUMER LENDING AND DIRECTOR OF LENDING PRODUCTS

Coastal Credit Union

September 2009 – June 2016

I oversaw the modernization of our Consumer Lending processes and portfolio with RFPs involving our LOS and credit card processor, launching cornerstone lending products like our 100% HELOC, our Beat the Bank direct auto refinance product and 4 new credit card products, navigating new regulations like Dodd-Frank, Credit CARD act, MFOEL, and a visit from NCUA, creating and enhancing our auto decisioning from 0 to over 60% of all loan applications, and oversaw all audits from external auditors, NCUA, and FHLB. While I was there, we saw originations increase for Direct Auto by 2x, HE by 2.5x, Indirect by 3x, Credit Card portfolio balances increased by 40%, and the introduction of an international student loan program that reached top 10 of all credit unions student loan portfolios.

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## MGR, LOAN SERVICING

Coastal Credit Union

September 2007 – September 2009

Restructured the Consumer Loan Servicing Department with the formation of action goals, clear promotional paths, a servicing MIS database and reporting, a defined procedures manual that increased efficiency and decreased headcount from 14 to 11 FTE, while also engaging staff to become third in the company in PAC contributions and co-authoring a Member Assistance Program.

## EDUCATION

The Institute for the Future (2019)

Foresight Practitioner

North Carolina State University (2009)

Masters of Public Administration

National Credit Union Foundation (2011)

Credit Union Developmental Educator (CUDE)

University of North Carolina at Chapel Hill (2004)

BA, Double Major: Political Science / Peace, War, and Defense

## AWARDS AND RECOGNITIONS

Triangle 40 under 40 finalist (Raleigh Chamber of Commerce): 2018

CUES Next Top Exec finalist (CUES): 2017

Cooperative Spirit Award (NCUF): 2014

CU Rock Star (CUNA): 2014