

PAUL J LUCAS

CREDIT UNION MARKETING & BRANDING

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Paul Lucas has over twenty years' experience as a marketing consultant to Credit Unions (CUs) and Credit Union Service Organizations (CUSOs), working with various CU organizations in 32 US states and Canada, and an international financial services CUSO for the Organization of American States/Inter-Developmental Bank in South and Central America. He has renamed and rebranded CUs across the US and in Canada. His organization also functions as the marketing department for credit unions and does in-depth analysis for credit unions to identify opportunities to grow revenue, increase membership and increase profitability.

Paul Lucas has won numerous national awards for marketing and business development from CUNA, CUES, the Virginia Credit Union League and the Maryland-District of Columbia Credit Union Association. Additionally, Virginia Business magazine recognized Paul Lucas with a Branding Manager of the Year Award. He has also authored and contributed to articles written for all CU publications and leading financial publications, including the Wall Street Journal, New York Times and USA Today.

Due to his ability to help credit unions grow in both membership and profits, Paul Lucas has been asked to be a keynote speaker and to give branding and marketing presentations to over 20,000 members of boards of directors, CEO's, marketing executives and students at major credit union conferences across the country. The audiences include CUES, National Directors Conference, ACCU, NACUSO, various state CU leagues, Symitar, Callahan & Associates, and CUNA conferences such as CUNA's Marketing Management Schools, Leadership Conferences and CPD (Cuna's Professional Development Online).

Paul Lucas has also been a guest lecturer at Johns Hopkins University School of Marketing. In addition, he presented at the Annual Directors & CEOs Leadership Convention in Las Vegas, the Cooperative Credit Union Association Annual Convention, and the Volunteer Leadership Institute in Hawaii.

Previous to becoming a Credit Union consultant, Paul Lucas was Vice President of Global Marketing and Business Development for 1st Advantage FCU. At the time, 1st Advantage was in the top 300 CU's nationally out of the 9,000+ plus credit unions in the US. 1st Advantage FCU (with a US Army FOM) had business interests in all 50 US states and 27 foreign countries. While at 1st Advantage, Paul Lucas's brand management and marketing efforts quickly turned around two years of negative growth. Over his 5 plus years tenure at 1st Advantage FCU, Paul Lucas's combination of brand management, expansion efforts aided by changing to a Community Charter, and focused business development strategies resulted in average net growth of 30%.

Originally from Pittsburgh, PA Paul Lucas now lives in northern Virginia, in the Washington, D.C. metro area. Paul is an avid fly-fisherman, golfer and he enjoys travel.

Client testimonials <http://www.pauljlucas.com/testimonials/>