

PAUL J LUCAS

CREDIT UNION MARKETING & BRANDING

GROW your credit union - **profitably.**

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Client Testimonials at PaulJLucas.com/testimonials

BIOGRAPHY: Since 2000 Paul Lucas has been a marketing consultant for CU/CUSO's and various CU organizations working in 32 US states and for an international financial services CU/CUSO's for the Organization of American States/Inter-Developmental Bank in South and Central America.

Previous to becoming a consultant Paul Lucas was Vice President of Global Marketing and Business Development for one of the largest financial service credit unions in America – 1st Advantage FCU. At the time 1st Advantage was ranked in the top 300 CU's nationally of the 9,000+ in existence. 1st Advantage had business interests in all 50 US states and 27 foreign countries. While at 1st Advantage Paul Lucas took over the brand management and marketing of a institution that had experienced two straight years of negative growth and under his guidance 1st Advantage averaged 30% net growth annually over the next 5-½ years.

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 awarded Paul Lucas with the honor of a **branding manager of the year award** in 1998 over the 17 Fortune 100 companies that are head quartered in Virginia. Paul Lucas has also authored and contributed to articles written for all the CU publications including the Wall Street Journal, the New York Times and the USA Today. Since 2006 Paul Lucas also writes a monthly column in the Credit Union Journal on "Branding".

Since 1996 Paul Lucas has provided branding & marketing presentations to over 15,000 financial boards of directors, CEO's, marketing executives and students. Paul Lucas has given presentations for CUES, The Credit Union Journal, National Directors Conference, ACCU, NACUSO, various state CUL's, Symitar, Callahan & Associates and various CUNA conferences including CUNA's Marketing Management Schools, Leadership Conferences and CPD eSchools, various cooperative and for-profit industries, the US Military advanced studies programs and individual credit unions staff and/or Board's of Directors. He is also a 2002 Graduate of CUNA's Executive Boot Camp.

Originally from Pittsburgh, PA Paul Lucas now lives in suburban Washington D.C. in northern Virginia and is an avid fly-fisherman, golfer and a Harley-Davidson owner/rider.