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CUES® Announces 2019 Outstanding Chief Executive Award Winner

MADISON, Wis.— CUES is pleased to announce the 2019 Outstanding Chief Executive award winner is Sterling Nielsen, President/CEO, of Mountain America Credit Union, Sandy, UT. The CUES Outstanding Chief Executive award recognizes credit union CEOs who have rendered exceptional service and made outstanding contributions to strengthen their credit union and the industry.

Since joining Mountain America as CEO in 2008, Sterling led the credit union through the recession and achieved significant growth in the subsequent years. In 2013, he unveiled an ambitious ten-year, \$10 billion plan. The strategies set forth by Sterling allowed the credit union to grow at an average of 17.39% from 2016 to 2018. With approximately \$9 billion in assets, the credit union is currently on track to achieve the \$10 billion goal, two years ahead of schedule.

In addition to the strategic vision needed to lead a successful credit union, Sterling sees the impact each employee has on the success of the organization. He believes in hiring and retaining the best talent possible and doing everything he can to ensure that employees are engaged to take care of the member. He has spent his time as CEO introducing new and enhancing existing programs to ensure employees can develop and grow. The various programs he's implemented show his commitment to employees and allow Mountain America to retain the best talent possible.

Sterling's commitment to helping people has led him to actively support the community by serving on various boards and committees. He currently serves on the Western CUNA Management School board of trustees, Utah Credit Union Association board, Kem Gardner Policy Institute Advisory board, CU Direct Board and the Hale Centre Theatre board of trustees.

He will be honored at CUES CEO/Executive Team Network™, November 4-6, 2019, Amelia Island, FL. CEO/Executive Team Network is one of CUES most popular events of the year,

delivering multiple jam-packed days led by renowned speakers from inside and outside the CU industry exploring vital issues and essential topics, interactive discussions, and plenty of networking opportunities.

To learn more about CUES Awards, visit cues.org/Recognition. Visit cues.org/CNET to register for, CEO/Executive Team Network.

CUES' mission is to educate and develop credit union CEOs, executives, directors and future leaders.

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Note to Editor: Photo Attached

Caption: 2019 CUES Outstanding Chief Executive award winner Sterling Nielsen, President/CEO, of Mountain America Credit Union, Sandy, UT.