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CUES Welcomes Jennifer Binkley and Tiffany Ford to its Board of Directors

MADISON, Wis.— Talent development provider CUES is pleased to announce Jennifer Binkley, CCE, President/CEO, Altura Credit Union, Riverside, CA and Tiffany Ford, President/CEO, University of Michigan Credit Union, Ann Arbor, MI, have accepted appointments to serve on its board of directors.

“I’m pleased to welcome these two great industry leaders to the CUES boardroom. Jennifer and Tiffany both bring a wealth of leadership experience and knowledge along with them, and I look forward to working with them and to the contributions they will make,” said John Pembroke, CUES President/CEO. “I have no doubt the guidance they’ll bring to the table will help lead CUES to a strong future.”

“I look forward to working alongside Jennifer and Tiffany, and welcome the fresh new perspectives they’ll bring with them,” said Kelly Marshall, CCE, ICD.D, CUES Board Chair and CEO, Summerland Credit Union, British Columbia, Canada. “As we move out of the pandemic, it is vitally important we have accomplished leaders in the boardroom to guide CUES.”

Binkley heads up the \$2.1 billion Altura Credit Union. Since being named president in 2017, she has focused on enhancing Altura’s member experience, in increasing performance and financial stability, and on becoming a top employer.

Ford joined the \$1.1 billion University of Michigan Credit Union in 2011. Under her leadership, the institution has grown significantly in both membership and asset size. The credit union has also won multiple local and national awards for talent development, and its products and services.

Learn more about CUES at cues.org.

CUES is the leading Talent Development solutions provider for credit unions in North America. We educate, develop and support credit union CEOs, executives, directors, and emerging leaders through partnerships with premier business schools, live and online events, digital learning, networking, and premium content. With over 31,000 members and growing, we measure success one leader at a time.

Connect with CUES at [CUES.org](https://cues.org) and on [LinkedIn](#), [Facebook](#), [Twitter](#), and [Instagram](#). For daily insights on issues impacting credit unions visit [CUmanagement.com](https://cumanagement.com).

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Note to Editor: Photos Attached

Captions:

New CUES board member Jennifer Binkley, CCE, President/CEO, Altura Credit Union

New CUES board member Tiffany Ford, President/CEO, University of Michigan Credit Union