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CUES Announces Passing of President/CEO John Pembroke

MADISON, Wis.— It is with great sadness CUES announces the passing of its President and CEO John Pembroke on Monday, November 21.

A progressive and inspiring leader, John leveraged his diverse business skills, relationship-building expertise, and leadership attributes to drive organizational growth and profitability at the membership association. Under his leadership, CUES membership tripled, member loyalty increased, and new and innovative talent development offerings were created.

As a mentor and advocate of a people-first philosophy, he encouraged and supported the employees at CUES, guiding the team to reach their individual and collective potential. He worked to evolve CUES into an industry thought leader, and made Diversity, Equity, and Inclusion a priority throughout the entire organization.

One of John's favorite quotes was "Change is the only constant in life." He lived by that maxim, consistently embracing opportunities to improve himself, his life, and the lives of others.

"John was an inspiring, thoughtful and caring leader, and a good friend," said Kelly Marshall, CCE, CCD, ICD.D, CUES board chair and CEO, Summerland Credit Union. "John had been courageously battling with health challenges over the past while, and he will be deeply missed professionally and personally."

Jerry Saalsaa, CUES SVP/Chief Administrative Officer, will continue serving as interim CEO, continuing John's legacy and assuring continuity to the organization and its membership until a replacement is identified by the CUES board.

John is survived by Monica, his wife of 27 years, and other close family members. Service details are under development and will be announced.

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