

# Mark Richter, President/CEO

For Xtend Board of Directors

## Qualifications:

- Cooperative spirit
- 34 years in leadership/management
- Cooperative relationships with multiple credit unions
- 23 years in the credit union environment
- 12 years of partnership with Xtend
- Passion to help credit unions succeed
- Currently serving on Xtend Board of Directors

## Why you should elect Mark Richter:

I have enjoyed my service on the Xtend Board and would appreciate your support and vote for another term.

~ Mark Richter



**I ask for your vote  
to continue my service on  
the Xtend Board of Directors**



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# Mark Richter

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Grandville, MI 49418

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## CAREER SUMMARY

A management, leadership, and marketing executive who is a goal orientated, enthusiastic and energetic professional. Major strengths are growing people and building teams along with business development and business growth. Additional strengths in communication, building outstanding relationships with internal and external teammates. An optimistic, energetic leader who is an excellent coach, listener and team player who builds people and gets results.

## PROFESSIONAL EXPERIENCE

**FIRST UNITED CREDIT UNION**, Grandville, MI 2010 - Present  
**President/CEO**

Responsible for all areas of credit union operations.

**CONSUMERS CREDIT UNION**, Kalamazoo, Michigan 1999 - 2010  
**Vice President, Member Service**

Directly supervised all 12 retail offices, the call center and the Marketing Department. Managed Member and Employee Satisfaction and built and grew teams at retail offices, the call center and the Marketing Department.

**CRYSTAL RADIO GROUP**, Kalamazoo, Michigan 1992 - 1999  
**Sales and Service Manager**

A group of radio stations broadcasting in southwest Michigan. Directly supervised sales team and sales assistant consistently exceeding growth goals for my department.

**KALAMAZOO PUBLIC SCHOOLS**, Kalamazoo, Michigan

**Junior Varsity Head Coach** (1991-1992)

**Freshman Head Coach** (1990)

**Freshman Assistant Coach** (1988-1989)

Responsible for the growth and development of high school students in their football skills and execution.

## EDUCATION

**Bachelor of Business Administration**, Western Michigan University, Kalamazoo, Michigan

**Major in Marketing**, Minors in General Business and Economics

## PROFESSIONAL AND CIVIC

### Current:

Xtend Board of Directors

Grand River Chapter of Credit Unions -Board Member

Jenison Public Schools - Board member and Treasurer (publicly elected position)

Grand Rapids Area YMCA - Board Chair

### Past:

Visser Family YMCA - Board member and Board Chair

Holy Redeemer Parish - Finance Council Committee member and Committee Chair

Holy Redeemer Parish - Building and Grounds Committee

Rushmore Lake Association - Vice President, President, Past President

Bursley Elementary Parent Club - Co-Vise President, Co-President, Co-Past President