

MARK RICHTER

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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 oral and written 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
President/CEO

2010-present

Responsible for all areas of credit union operations.

CONSUMERS CREDIT UNION, Kalamazoo, Michigan
Vice President, Member Service

1999 - 2010

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
A group of radio stations broadcasting in southwest Michigan.
Sales and Service Manager

1992 - 1999

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)

1988-1992

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 (A credit union service organization) - Vice Chairman, 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 member and Treasurer

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 Vice President, Co-President, Co Past President