



CANDIDATE BIOGRAPHY OF

ROB MARTIN

DAA, BA

I am an engaged, strategically minded, and award-winning leader with over thirty-five years of broad-based marketing management experience. Much of that time was spent working as a marketing executive in the co-operative insurance sector, including working with credit unions. I strongly believe in the values that founded the credit union movement. I believe those values are even more important in today's world and offer an important alternative to the big banks. As a long-time member of the credit union sector, and YNCU specifically, I also know and appreciate the unique value and experience YNCU provides.

Credit Unions like YNCU need to continue to be strong and viable to provide the personal experience, products, and services big banks often don't or won't. As a community-based and focused financial institution, YNCU is different from the banks, and is uniquely placed to make an important and real difference to people. I believe it's not about changing the world; it's about being a part of it.

As a previous long-time board member and president of a large North American association for marketers, I have had experience supporting and working with leaders to ensure the experience and value members received remained relevant and meaningful.

I am excited by the opportunity to join the YNCU Board of Directors. It would be a privilege to help guide and support YNCU in building and delivering its' own unique values and personal experience for members. I appreciate your consideration and support for board member.

- Rob Martin