

## Panel 2

### Other Financial Service Models



**Pete Crear**  
**President & Chief Executive Officer**  
**World Council of Credit Unions (WOCCU)**

Pete Crear is president and chief executive officer of World Council of Credit Unions (WOCCU). Headquartered in Madison, Wis., U.S., WOCCU is the leading international trade association and development agency for credit unions. Worldwide, 49,000 credit unions in 96 countries serve 177 million people. The regional and national credit union and financial cooperative associations affiliated with WOCCU represent 66 countries around the globe. Mr. Crear directs the activities of the World Council, whose goal is to develop "Quality Credit Unions for Everyone," enabling millions of people to gain access to affordable financial services.

Prior to joining World Council, Mr. Crear was the executive vice president of external relations for Credit Union National Association (CUNA) & Affiliates. Serving CUNA and the U.S. credit unions as an internal and external ambassador, Mr. Crear worked to build relationships and synergies within the Credit Union System and between the system and external audiences.

Mr. Crear also held the post of CUNA's executive vice president and chief operating officer, during which time he oversaw the daily operations of CUNA & Affiliates' Madison, Wis. office, which provided education and training, publications and web services, research, new product development, and other services for state leagues and credit unions.

Mr. Crear joined CUNA in September 1990 as senior vice president, association services. Before that, he was president and CEO of the Indiana Credit Union League. Active in the credit union movement since 1965, he has served as president of the Connecticut Credit Union League, as vice president of information and technical services for the Michigan Credit Union League, and as executive director of the American Association of Credit Union League Executives.

In 2008, the Foundation for Polish Credit Unions, part of the Polish Credit Union System, awarded Mr. Crear the Feniks Prize, the Polish system's most prestigious award, for WOCCU's work helping strengthen credit unions in Eastern Europe. In 2007, the Michigan Credit Union League presented Mr. Crear with its Distinguished Service Award and inducted him into the Michigan Credit Union League Hall of Fame. In 2006, the Consumer Federation of America awarded Mr. Crear the Esther Peterson Consumer Service Award for his outstanding service to consumers. He received the inaugural African-American Credit Union Lifetime Achievement Award and was further honored by having the award named after him and a college scholarship established in his name. His contributions to the credit union movement have merited his induction into the CUES Hall of Fame. Crear was also recently inducted into the Cooperative Development Foundation Hall of Fame and received the U.S. credit union movement's highest award, the National Credit Union Foundation Herb Wegner Lifetime Achievement Award.

Crear has organized 23 credit unions since he began his career as a management trainee at the Michigan League while attending Wayne State University, where he earned a bachelor's degree in accounting.