

Panel 5

Sustainability, Innovation, Collaboration and Growth



Matt Davis
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Matt Davis is the Director of Public Relations at Members Credit Union (\$225 million, Winston-Salem, NC). A member of the Filene Research Institute's 30-Under-30 Group and author of "The Credit Union Warrior" blog, Davis has been at the center of credit union innovation since 2004. Pet projects such as *What are you saving for?* and *Football Pick'em* have earned Davis international recognition, including features in *Fast Company Magazine*, *Yahoo! Finance*,

Currency Marketing's Credit Union Innovators, the *Credit Union Times*, the *Credit Union Journal*, and other trade press. His passion for community involvement has earned Members Credit Union four consecutive NCCUL Dora Maxwell Social Responsibility Awards, including Honorable Mention in the 2007 national competition. In February 2009, Davis was named to the Triad Business Journal's 40 Business Leaders Under 40.

Davis earned a BBA – Marketing from the College of William & Mary (Williamsburg, VA), and completed Basic Cadet Training at the United States Air Force Academy (Colorado Springs, CO).