

Executive Narrative

John Janclaes

NYMBUS CUSO PRESIDENT





SUMMARY

For more than 30 years, John Janclaes has successfully led strategic growth initiatives for financial services organizations, dedicating much of his career to the credit union movement. He is a highly regarded industry innovator, advocate and connector.

After leading five-fold growth for Partners Federal Credit Union over his 17-year tenure, John was named president of Nymbus CUSO in 2021, working with its credit union owners and partners to break through barriers to growth by leveraging digital banking for niche markets and taking on digital challengers.

LEADERSHIP VISION

Next-Generation Solutions Rooted in Traditional Credit Union Strengths

John is a strategic thinker focused on driving growth for credit unions in the new age of digital. His decades of past experience as a credit union operator uniquely inform his approach to what's next.

From 2004 to 2021, he led the growth initiatives of Partners Federal Credit Union, which serves employees of The Walt Disney Company and their families. Today, Partners operates 11 branches, serves 180,000 members, manages \$2.1 billion in assets and is ranked in the top one percent of credit unions nationwide. He is a credit union operator first, but throughout his career, John's active involvement as an advisor, thought leader and board member with the industry's largest, longest-operating and most visionary organizations

CAREER HIGHLIGHTS

- ▶ President, Nymbus CUSO
- ▶ As president and CEO of Partners Federal Credit Union, led five-fold growth during a 17-year tenure
- ▶ Board member of CO-OP Financial Services and AKUVO CUSOs
- ▶ Past board member and advisor of Western CUNA Management School and CULytics, a platform for credit unions to maximize the value of data and improve outcomes of digital transformation, and Filene Research Institute, a financial services think tank
- ▶ Founded The CEO Corner, an online forum dedicated to supporting business leaders and their organizations
- ▶ Held senior executive positions with Logix (formerly Lockheed Federal Credit Union): senior vice president, chief business development officer and VP of lending.

“ To thrive in the new digital age, credit unions must quickly leverage niche digital banking approaches to create new revenue streams and expand reach while continuing to deliver the personalized experiences & differentiated value they are known for.”

— **John Janclaes**
CUSO PRESIDENT, NYMBUS



has kept him on the leading edge. He's seen firsthand the challenges credit unions face and the next-generation solutions available to address them through progressive technology, people, processes and thinking.

As president of Nymbus CUSO, John leads an organization that empowers its credit union owners and partners to quickly establish niche digital banking to expand reach, deepen community connections and create new revenue streams. Leading Nymbus CUSO is a natural progression in a legendary career of vision and advocacy as he helps bridge foundational credit union strengths of collaboration and member service with new ways to thrive.

Niche Is the New Local for Credit Unions

The fertile ground for driving growth for credit unions is offering specific, differentiated value to niche markets through personalized experiences, particularly to markets previously underserved and overlooked by traditional banks. A niche digital strategy is a way to expand reach beyond geographical boundaries, and it can be integrated into a holistic approach that leads to truly meaningful growth opportunities for the institution.

Fintechs and challengers have made huge strides by uncovering and quickly responding to new opportunities. They're providing flexible application and onboarding, low-cost products and supportive services that improve financial well-being. Credit unions can do this too, and better, by combining human insights and member relationships with digital capabilities for experiences that meet needs and solve problems for niche groups. This expands reach and opportunity.

Shifting the Mindset Around Speed

To grow, credit unions must break the cycle of making huge, capital-intensive investments in technology, watching it become obsolete, then requiring additional heavy investment to sustain. Success will come for credit unions that innovate quickly and launch digital-banking brands with niche offerings at unprecedented speed to market while aiming their sights on an integrated technology roadmap and holistic strategy.

In the early stages of the digital banking transformation, while leading Partners Federal Credit Union, John recognized the need for new thinking to remain relevant to members. He wanted to deliver digital experiences equal to those of standard-bearers like Apple and Google, as well as the big money centers like Chase, Wells Fargo and Bank of America.

To get there, he chose partners with heavy-hitting digital transformation success. He learned early on the importance of speed to market with not just digital banking, but better user experiences.

In digital-as-default banking, credit unions remain in the business of relationships. Through the collaborative model of a CUSO, they can quickly go to market with the solutions necessary to compete against big banks, fintechs and global brands, and thrive in the new age of digital.

MESSAGE PILLARS

- ▶ **Challengers don't own digital.** With a new growth model, credit unions can innovate beyond the boundaries of traditional banking and strategically compete in new spaces and spur growth while building lifetime value for members.
- ▶ **Innovation is not limited to technology.** Innovation isn't about technology alone. It's about reimagining traditional approaches and limits—of processes, services, capabilities, partnerships and thinking.
- ▶ **The true measure of value is better experiences, not more features.** Personalized solutions and dynamic member experiences drive growth, expand reach and increase profitability. It's what credit unions have always done well and must continue to do to thrive.
- ▶ **Credit unions must get comfortable with speed.** Speed to market will be critical for successful growth. Credit unions must go to market quickly with digital experiences that forge deeper engagement.
- ▶ **An integrated digital approach should benefit all.** A winning digital banking transformation for credit unions should not only delight members but also lower costs for the institution.