

PAUL J LUCAS

CREDIT UNION MARKETING & BRANDING

GROW your credit union - **profitably.**

paul@pauljlucas.com 703.802.1042 202.320.5759 cell

Since 2000 Paul Lucas has been a marketing consultant for CU/CUSO's and various CU organizations working in 32 US states, Canada and for an international financial services CU/CUSO's for the Organization of American States/Inter-Developmental Bank in South and Central America.

Previous to becoming a consultant Paul Lucas was Vice President of Global Marketing and Business Development for 1st Advantage FCU. At the time 1st Advantage was ranked in the top 300 CU's nationally of the 9,000+ in existence. 1st Advantage FCU (an ARMY FOM) had business interests in all 50 US states and 27 foreign countries. While at 1st Advantage Paul Lucas took over the brand management and marketing of an institution that had experienced two straight years of negative growth and under his guidance 1st Advantage averaged 30% net growth annually over the next 5-½ years while expanding to a Community charter.

Paul Lucas has won numerous national awards for marketing and business development from CUNA, CUES, the Virginia Credit Union League and the Maryland-District of Columbia Credit Union Association. Additionally, Virginia Business magazine awarded Paul Lucas with the honor of a **branding Manager of the year award** in 1998 over the 17 Fortune 100 companies that are head quartered in Virginia. Paul Lucas has also authored and contributed to articles written for all the CU publications including the Wall Street Journal, the New York Times and the USA Today. Paul Lucas also wrote a monthly column on "Branding" for the Credit Union Journal for six years.

Paul Lucas has provided branding & marketing presentations to over 20,000 financial boards of directors, CEO's, marketing executives and students. Paul Lucas has given presentations for CUES, The Credit Union Journal, National Directors Conference, ACCU, NACUSO, various state CUL's, Symitar, Callahan & Associates and various CUNA conferences including CUNA's Marketing Management Schools, Leadership Conferences and CPD eSchools, various cooperative and for-profit industries, the US Military advanced studies programs and individual credit unions staff and/or Board's of Directors. He is also a 2002 Graduate of CUNA's Executive Boot Camp.

In 2016 Paul Lucas was a guest lecturer at Johns Hopkins Univ. School of Marketing and gave presentations @ the 39th Annual Directors & CEOs Leadership Convention in Las Vegas, as well as, a presentation at the Cooperative Credit Union Association Annual Convention in 2016 and 2017. In 2017 Paul Lucas also presented at the Volunteer Leadership Institute in Hawaii.

Originally from Pittsburgh, PA Paul Lucas now lives in suburban Washington D.C. in northern Virginia with his wife and has a daughter who is teaching and attending Graduate School in NYC. Paul Lucas is an avid fly-fisherman, golfer and enjoys traveling.

Client Testimonials at PaulJLucas.com/testimonials