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CUES Welcomes New Leader to Help Elevate Industry Partnerships

MADISON, Wis. (November 7, 2024) – CUES is pleased to announce a new leadership position that will play a critical role in establishing and cultivating supplier relationships, providing CUES members with the tools, knowledge, and resources needed to help them thrive.

Jessica Hrubes has joined CUES as the Vice President of Business Development. Hrubes brings an impressive 22 years of credit union industry experience—including earlier experience at CUES—with expertise focused on building strategic relationships and collaborating with industry leaders to advance organizational missions.

As the Vice President of Business Development, Hrubes will build relationships with suppliers, partners, and vendors that seek to support and elevate credit union leaders in new and innovative ways. Hrubes will also be responsible for managing supplier relationships, establishing new partnerships and expanding the profile and reach of CUES through strategic opportunities.

“Jessica’s addition to the CUES team represents an exciting step forward for our business development capabilities while continuing to strengthen our industry relationships,” shared Heather McKissick, CUES CEO. “Jessica’s expertise and fresh perspective are invaluable as CUES continues to grow and innovate. We look forward to leveraging her relationship-building talents and keen intuition for the needs of credit union leaders, to help us best serve our valued CUES members.”

About CUES

For over 60 years, CUES has advanced the credit union movement by developing exceptional purpose-driven leaders who meet the unique needs of their organizations and the communities they serve. CUES partners with credit unions to elevate the leaders of today and tomorrow through exclusive networking and event opportunities, programs that facilitate personal and professional development, and unmatched digital and in-person learning experiences. Visit [CUES.org](https://www.cues.org) to learn how CUES plays a pivotal role in shaping the future of credit unions.

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