

## Cathy Graham

Executive Vice President

*"If you're not uncomfortable, you're not growing."*

Cathy Graham brings a unique blend of creativity and strategy to marketing and brand loyalty. Her tenured expertise in the credit union movement grew from a passion for the not-for-profit mission that drives community engagement. Cathy earned a Bachelor's degree in Advertising from Pennsylvania State University and studied at the CEO Institute at the Cornell, Wharton and Darden Schools of Business.

A seasoned credit union executive, Cathy served at Citadel Credit Union in Pennsylvania, mastering the art and science of brand communications, public relations, analytics, direct marketing and research and development. She joined Desert Financial (then Desert Schools Federal) Credit Union in 2006 and climbed the ranks by leading the organization through several high-profile projects. Most recently Cathy marshaled talent across the company to steer a transformational rebrand that included a new Mission, Vision and Values. It has since become Desert Financial's clarion call.

Cathy was named one of the Most Influential Women in Arizona Business by Az Business Magazine in 2021, Chief Marketing Officer of the Year in 2019 by Phoenix Business Journal and Credit Union Marketing Executive of the Year in 2015. She is a member of the board of directors at Free Arts for Abused Children. Cathy can speak to issues related to marketing, leadership, culture and women in finance.