



Rondle (Ron) K. Amstutz

Executive Vice President, Desert Financial Credit Union

Ron is a 42-year credit union veteran who has been with Desert Financial since 1998, leading several lines of business during his tenure. Ron was directly responsible for the development and implementation of online banking and bill payment services for the credit union — as well as a revitalization of the organization’s brand image in 2001. He also led the organization through two core processing conversions, in 2009 and 2015. He is also a co-founder of SwitchThink Solutions, an IT Services CUSO established in 2017.

Prior to arriving in Phoenix, Ron worked at four other credit unions in Indiana and South Carolina, leading technology, operations and finance teams. He earned a Bachelor of Arts degree in Business Administration from Bethel University in Mishawaka, Indiana.

Ron is a “Champion” for Children’s Miracle Network Hospitals, and a member of the national Credit Union for Kids Advisory Board. He has led the charge at Desert Financial, and under his leadership, the organization has raised more than \$11 million to fully fund the One Darn Cool School at Phoenix Children’s Hospital. Ron has also represented the credit union industry on multiple other advisory boards and steering committees, including Bonifii, Sovrin Foundation and Corelation.