

***CO-OP ADDS NEW SPEAKERS AND WILL REVEAL***

***INSIGHTFUL NEW RESEARCH AT THINK 22***

***David Logan Authored “Tribal Leadership,” Swan Sit Led Digital Transformation at Nike, Revlon***

***and Estee Lauder; Proprietary Research Will Reveal Growth Opportunities for Credit Unions***

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**RANCHO CUCAMONGA, California** – CO-OP Financial Services is adding two new world-class thought leaders to its line-up of keynote speakers for THINK 22, and will unveil new, insightful research outlining growth opportunities for credit unions, all designed to help attendees “Rethink Everything.”

The content for the THINK 22 conference is being informed by proprietary research CO-OP has commissioned and is working on in collaboration with EY and Filene Research Institute. Both member and credit union perspectives will be shared with attendees throughout the conference.

“We are very proud to welcome David Logan and Swan Sit to our THINK 22 stage,” said Samantha Paxson, Chief Experience Officer for CO-OP. “David is an expert and best-selling author on how businesses can navigate a shifting cultural landscape, while Swan is a renowned executive who drove the digitalization of marketing to grow brands like Nike, Revlon and Estée Lauder.

“As credit unions emerge from a period of extraordinary change, the movement has an unparalleled opportunity to rethink everything from reimagining our growth model and economic index to the digitalization of our credit union service model,” Paxson continued. “David and Swan are ideal additions as we pursue this theme at our first live THINK event in two years.”

THINK 22, taking place May 2-6, 2022, at the Sheraton Grand Hotel in Chicago, is open for registration immediately by visiting <https://co-opthink.org>. The Winter Special rate of $1,699 remains available through March 15, after which the final rate is $1,999.

**Logan and Sit Join Kocienda and Krawcheck for THINK 22**

CO-OP has previously announced keynoters [Ken Kocienda](https://twitter.com/kocienda), Product Architect for Humane and former designer and engineer at Apple, and [Sallie Krawcheck](https://twitter.com/salliekrawcheck), CEO and co-founder of Ellevest. Joining them are:

**David Logan.** [Logan](https://www.marshall.usc.edu/personnel/david-logan) is co-founder and president of CultureSync, a management consulting firm focused on the intersection of strategy and culture. He is also a Senior Lecturer at University of Southern California (USC) Marshall School of Business. He has been on the faculty since 1996 and has a Ph.D. in Organization Communication from USC. He has also authored or co-authored six books, including the New York Times bestseller “Tribal Leadership” and “The Three Laws of Performance.”

**Swan Sit.** [Sit](https://www.swansit.com/) has led teams focused on digital transformation in her roles as Head of Digital Marketing at Nike, Revlon and Estée Lauder. Swan held two key roles as a VP at Nike — overseeing Global Digital Marketing during the Emmy-winning “Dream Crazy” campaign featuring Colin Kaepernick, and running Digital Operations, Product, Supply Chain and Service for a $2 billion ecommerce business. She led digital at Revlon and Elizabeth Arden, and ran online strategy for the Estée Lauder Companies, increasing its digital footprint to 400-plus sites across 50 countries in five years.

**Daily Breakout Sessions to Focus on Data Activation, Payments Strategy and Converging Technology**

In addition to the keynote addresses in the general sessions, THINK 22 will feature breakout sessions, including CPE credit eligible “Master Classes,” and a variety of panel discussions and presentations that attendees can choose from each day. Led by experts from CO-OP as well as the nation’s most progressive credit unions and throughout the movement, topics on the Tuesday, Wednesday and Thursday of the conference will fall under three tracks:

* **Data Activation**: This series will explore how to apply data for deeper understanding of member behaviors in order to better personalize relationships.
* **Payments Strategy**: A theme running through this series is that “payments” are really shorthand for the strategic vision that’s required to move members from passive to active relationships, enabling credit unions to “be their choice in every moment.”
* **Converging Technology**: This track involves the nuts and bolts of how to activate the member-centric model on an operational level in a digital ecosystem. At the same time, it’s about bringing the whole vision of the “*new* member-centric credit union” into reality. The series is designed to help attendees go from thinking to doing – the fun part!

In particular, the Tuesday Data Activation track will include a Master Class on “Brain Shift: Why Behavioral Economics is the Future of Credit Unions,” led by [Melina Palmer](https://thebrainybusiness.com/), author and consultant on behavioral economics to businesses of all sizes worldwide. All Master Classes during THINK 22 enable attendees to receive Continuing Professional Education (CPE) credits.

“Our industry-level breakouts will help THINK 22 participants to return home and build and strengthen the new member-centric credit union needed to compete and prosper in today’s marketplace,” said Paxson.

CO-OP is committed to meeting the highest safety standards possible. THINK 22 will follow all CDC COVID-19 protocols and location-specific requirements.

For more information and to register immediately, visit <https://co-opthink.org>.

**About CO-OP Financial Services**

CO-OP Financial Services is a payments and financial technology company whose mission is ensuring the success of the credit union movement. CO-OP payments solutions, engagement services and strategic counsel help credit unions optimize member experiences to consistently provide seamless, personalized multi-channel offerings, while delivering secure, sophisticated fraud mitigation service. For more information, visit [www.coop.org](http://www.coop.org).

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