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**Cornerstone League Announces SVP of Strategic Development**

**PLANO, TEXAS** (Nov. 24, 2021) — Cornerstone League has named Amy Fuller as its senior vice president of strategic development effective Monday, Dec. 6, 2021. Cornerstone Resources, Cornerstone League’s credit union service corporation, conducted the executive search.

Fuller has more than 24 years of credit union industry experience in business development, marketing, and communications. Her passion for inspiring teams, service excellence, and developing business plans will help Cornerstone continue to advance the success of credit unions. In her new role, Fuller will oversee the creation of Cornerstone’s comprehensive communication and strategic marketing plans that will support Cornerstone’s organizational growth goals. Additionally, she will manage the development and use of business and product lifecycle planning to continually assess organizational value propositions, competencies, partnerships, and develop data-driven, market-based products and services that support Cornerstone’s revenue growth and relevancy.

Fuller comes to Cornerstone from Atlanta Postal Credit Union/Center Parc Credit Union in Atlanta, Georgia, where she served as chief strategy officer. She was responsible for global strategic planning, advancing data governance, and establishing a communication plan to engage stakeholders. One of Fuller’s crowning achievements at Atlanta Postal/Center Parc was the development of a project management office (PMO) program to align strategic priorities with resources for achieving optimal results.

Prior to her role at Atlanta Postal/Center Parc, Fuller was the vice president, innovation strategy at Catalyst Corporate Federal Credit Union in Plano, Texas. She worked with the senior team to establish a measured approach for aligning investments with corporate strategy and competencies, including an assessment of variables driving decisions to “build or buy,” and other business model decisions.

“Amy’s deep credit union experience and successful track record align so well with the strategic development role,” said Cornerstone League President/CEO Caroline Willard. “She will be a great asset to the team and I look forward to seeing the impact she will have on our organization and members.”

Fuller holds a master’s degree in mass communication from University of Georgia in Athens. Additionally, she earned a bachelor of arts in English and economics from Shorter University in Rome, Georgia. Fuller is active in the community and has served on boards and committees including the Atlanta Day Shelter for Women & Children, Member Business Solutions, and the Georgia CFO Council.

***About Cornerstone League****Cornerstone League is the nation’s largest regional credit union trade association, serving more than 400 credit unions in Arkansas, Oklahoma, and Texas. Cornerstone exists to advance the success of credit* *unions* *in the region through legislative and grassroots advocacy; regulatory and compliance support; training, educational, and networking opportunities; essential communications related to news and information affecting the credit union industry; and other products and services that establish Cornerstone as the essential partner for credit unions. For more information, visit* [*cornerstoneleague.coop*](http://www.cornerstoneleague.coop)*.*

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