

**Contact**

Zach Christensen

602.390.7655

zach@mitchellstankovic.com

**Adaption, Innovation and Levaraging the CUSO**

“CUSOs are created either for efficiencies or revenue opportunities and I believe smaller and medium size credit unions benefit most,” said Tony Boutelle, President/CEO at CU Direct when speaking with Susan Mitchell, CEO of Mitchell, Stankovic & Associates and Founder of the Underground. “The CUSO landscape is truly a cooperative environment working to help each other be better in the credit union space.”

Ideas into Action to overcome obstacles:

* Make it Easy
  + The Amazon Effect has consumers requiring expectation of fast and easy. Ensure your delivery channels are hassle-free.
* Leverage the CUSO
  + Partner with CUSOs to create efficiencies, revenue or lower operational costs.

[Watch the Tony’s Full Underground Chat](https://youtu.be/-Wja9GmjK8M)

Watch the [Underground Collision: Blinding Flash of the Obvious](https://youtu.be/jW8t4C1qil0) with Tony Boutelle and 17 other industry throught leaders discussing the divide, human wellbeing and how credit unions can be a disruptor for good.

Save the date for the Underground Collision: We Are the World, July 13, 2021. [Register today!](https://bit.ly/Underground2021)

***# # #***

[*Mitchell, Stankovic & Associates*](http://MitchellStankovic.com/index.html) *(MSA) mission is to stand up for issues that will make a difference to a diverse world of people, the bottom line for credit unions and change member lives globally. Clients glow when asked about MSA because they know what a partnership truly means – working together to achieve financial democracy. MSA believes that credit unions have a social purpose, and its advisory services emphasize doing the right thing as good business, garnering sustainable growth and relevance within the market. From CEO Leadership Transitions to Strategic Planning and Director Advisory Services to Modernizing Board Governance, MSA consulting practice has 25 year clients who have become champions to encourage new clients from all over the world. Serial entrepreneurs, MSA consultants have founded industry initiatives like the* [*Underground Movement*](http://mitchellstankovicassoc.podia.com/)*, Global Women’s Leadership Network, CU Pride, HRD Network and they volunteer on governing bodies of Worldwide Foundation and Credit Union DEI Collective.*

[*CU Direct*](https://www.cudirect.com/) *delivers enterprise lending solutions and technology to over 1,100 financial institutions, 14,000 auto dealers as well as retailers and medical providers nationwide.*

*We are committed to delivering products and solutions that meet the demands of today’s and tomorrow’s financial landscape by bringing innovation and expertise to indirect lending, consumer and mortgage loan origination, point-of-sale, online marketplace, analytics, marketing and CRM, auto shopping, and business process outsourcing. With the knowledge and experience our staff brings from all different verticals, we are able to consistently deliver leading-edge solutions.*

*CU Direct focuses on four key areas: providing growth opportunities, creating operational efficiencies, delivering exceptional experiences, and protecting consumers. Through this focus, as well as an unwavering commitment to transformative thinking, CU Direct has been at the forefront of change and innovation in our industry.*