



FOR IMMEDIATE RELEASE

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**CUES Continues Enhancing Member Impact with the Promotion of
Two Senior Leaders**

MADISON, Wis.—October 2, 2025—CUES is proud to announce the promotion of two senior leaders into newly elevated roles, reinforcing its commitment to agility, collaboration, and innovation in service of the credit union industry.

Jessica Hrubes, CUDE, has been promoted to Senior Vice President of Relationship Management. In this new role, Hrubes will bring together member relations and business development under one vision, creating a powerful single point of connection for credit unions, suppliers, and business partners. Her leadership will foster seamless engagement, strengthen partnerships, and spark new opportunities for innovation and collaboration to benefit CUES members and their partners.

With more than 20 years of experience driving strategy, member engagement, and industry collaboration, Hrubes is widely respected for her ability to build high-performing teams and lead transformative initiatives. She is a Credit Union Development Educator (CUDE) and a graduate of both the University of Wisconsin-Madison and the CUES CEO Institute, pairing professional excellence with a deep commitment to community.

Pixie Gray, ODCP, CUDE, has been promoted to Senior Vice President of Organizational Development. In her expanded role, Gray has responsibility for internal organizational development, industry-facing leadership and talent programs, and the CUES Consulting division. Her work will ensure that CUES continues to deliver a forward-thinking, holistic approach to leadership development across the credit union system.

Gray brings over a decade of expertise in leadership development, coaching, design thinking, and process refinement, including Credit Union Development Educator (CUDE) certification. Known for her ability to guide leaders and organizations through times of change and growth, with a specialty in post-merger culture integration, she is an accomplished facilitator of executive coaching, cultural transformation, and organizational health. She also holds certifications in the Leadership Circle Profile (LCP), From Bud to Boss Facilitation, QA Analysis, and is an Organizational Development Certified Professional (ODCP).

“These promotions highlight our continued commitment to evolving CUES’ services and programs to keep pace with the credit union industry,” said Heather McKissick, CUES CEO. “Jessica and Pixie are both visionary leaders whose expertise and creativity will strengthen alignment across our organization, deepen relationships, and inspire meaningful impact in the system.”

Learn more about CUES at cues.org.

About CUES

For over 60 years, CUES has advanced the credit union movement by developing exceptional purpose-driven leaders who meet the unique needs of their organizations and the communities they serve. CUES partners with the credit union system to elevate the leaders of today and tomorrow through exclusive networking and event opportunities, programs that facilitate personal and professional development, and unmatched digital and in-person learning experiences. Visit [CUES.org](https://cues.org) to learn how CUES plays a pivotal role in shaping the future of credit unions.

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