



**FOR IMMEDIATE RELEASE**

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**Ryan Suttles Named 2025 CUES Emerging Leader**

**MADISON, WI – October 9, 2025 – Ryan Suttles, Real Estate Specialist II, State Employees' CU, NC,** has been named the 2025 CUES Emerging Leader.

As one of five finalists, Suttle's journey began when he was selected into the CUES Emerge program early in 2025. From there, attendees engaged in live online courses and Mastermind sessions, creating project ideas and developing business cases that were reviewed by a panel of judges.

On October 1, Suttle and the four other finalists presented their projects live during an online pitch show. The event was hosted by Tim McAlpine, Founder & CEO of [Currency Marketing](#).

Two other finalists, **Jennifer Dray, Director, Sales & Coaching, YNCU, ON, Canada,** and **Jessica Smith, AVP, Remote Experience, Unitus Community CU, OR,** were named as runners-up.

Each Top 3 winner will receive a CUES educational package with options to advance their growth, led by top executive education professors, plus leadership assessment and coaching from [Envision Excellence](#).

Suttle's winning business case, *Pipeline-Centered Mortgage Dashboard–Focused on Employee Efficiency & Member Transparency*, outlines an innovative mortgage process that improves employee efficiency and member transparency.

The other finalists taking part in the online pitch show were:

- Charles Bond, Senior Product Specialist, Elevations CU, CO
- Latica Battle, Market Manager, Ardent CU, PA

CUES Emerge was created to offer free professional development to the industry's up-and-coming leaders. Participants who complete the course work and business case earn the Certified Credit Union Manager (CCM) designation in recognition of their commitment to their career, credit union and the movement.

Watch the 2025 CUES Emerge Pitch Show replay and explore the program at [CUESemerge.com](https://cuesemerge.com).

Learn more about CUES at [cues.org](https://cues.org). For more on Currency Marketing, visit [CurrencyMarketing.ca](https://currencymarketing.ca).

## **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 credit unions 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.

## **About Currency Marketing**

Currency Marketing ([www.currencymarketing.ca](https://www.currencymarketing.ca)) is the leading credit union-focused financial education firm. The *It's a Money Thing Financial Education Program* helps credit unions attract, educate and inspire young adult members, and provides education and financial training for members and staff. In addition, Currency Marketing partners with

CUES to manage the CUES Emerge program aimed at celebrating the best emerging credit union leaders and their ideas.

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