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Corporate One Strengthens Leadership Team with Promotion of Christine Mayes to Chief Member Engagement Officer

Hixon's retirement opens door for new leader in member engagement

COLUMBUS, Ohio — Corporate One Federal Credit Union announced today that Vice President, Member Success Executive Christine Mayes has been promoted to the position of Executive Vice President, Chief Member Engagement Officer, effective May 28, 2023. She will succeed current EVP, Chief Member Engagement Officer Paul Hixon, who will assist Mayes in transitioning to her new role until his retirement at the end of 2023.

"Christine's experience and knowledge have driven our commitment to credit union success. Her strategic leadership as the head of the Member Success team has consistently ensured that our members receive exceptional value from their Corporate One membership," Corporate One President and CEO Melissa Ashley said. "In her new position, I am confident that Christine's passion for credit unions and her relentless pursuit of deeper member relationships will continue to elevate our organization's mission."

In her previous role, Mayes was responsible for business development growth and management of the Member Success team.

"As the head of the Member Success team, I was dedicated to the success of credit unions and fulfilling their unique business aspirations. Therefore, it was my priority to strategically align our team's efforts with our members' needs," Mayes said. "In my new role, my commitment is to empower credit unions to stay competitive and forward-thinking by embracing digital advancements and the transformative power of immediate payments."

Mayes, now a Corporate One Executive Leadership Team member, will drive the company mission and vision by developing and expanding relationships with credit unions and driving engagements that add value to Corporate One's members and prospective members. She will be responsible for the strategic planning, execution, and management of member and prospect engagement activities, including product and services sales revenue, marketing, and communications; member engagement; and building relationships with credit unions and other credit union-affiliated organizations.

Mayes joined Corporate One in 2020 and quickly developed a passion for credit unions and forging deeper relationships with the member financial institutions that Corporate One serves. Before joining Corporate One, Mayes had prior sales and sales management experience, most recently with Brink's Inc. as a senior sales director. She led a team of national sales executives responsible for creating, implementing and measuring sales and customer retention strategies to grow revenue. She also held the role of enterprise account director, managing and growing the accounts of Brink's key financial institution clients. She

resides in Columbus, Ohio, and has a bachelor's degree in business administration and international business from Ball State University.

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About Corporate One

Serving more than 700 credit unions nationwide, Corporate One Federal Credit Union has provided premier investment, funding and payment solutions to America's credit unions for nearly 75 years. In addition to helping member credit unions grow their bottom line, manage cash effectively, and succeed in the faster/real-time payments arena, Corporate One continues to nurture and grow its wholly owned CUSOs: Accolade Asset/Liability Advisory Services (balance sheet management), and Lucro Commercial Solutions (business lending).