



For Immediate Release:

April 4, 2024

For more information, contact:
Tony Hill, SVP/Chief Marketing Officer
608-288-5321
tony@cues.org • cues.org

CUES Strengthens Industry Commitment with Strategic New Hires

MADISON, Wis.— CUES is pleased to announce two new leadership positions that will play a critical role as the organization expands products and services to equip its members with the skills, tools, knowledge, and relationships needed to thrive.

Chad Helminak has joined CUES as VP of Talent Development Programming. Helminak brings two decades of leadership experience supporting purpose-driven organizations and leaders in the credit union industry. He facilitates experiential training for credit union leaders, leads boards and executive teams through strategic sessions, and drives growth in people, programs, and organizational capabilities.

“As VP of Talent Development Programming, Chad will lead the charge in designing and delivering cutting-edge customized and in-house programs and products tailored to the evolving needs of credit unions.” said Heather McKissick, CUES CEO.

Pixie Gray will join CUES as VP of Organizational Development in May 2024. She brings over a decade of experience in leadership development, coaching, design thinking, and process refinement. Gray is known for merger and acquisition culture alignment and facilitating strategic processes that yield tangible results.

“Pixie will spearhead our efforts in internal and external organizational development, thought leadership, and organizational change, and will launch a new CUES consulting suite,” said McKissick.

“As a leadership and talent development organization, Chad and Pixie’s appointments underscore our commitment to staying at the forefront of innovation and providing unparalleled support to our members. We are thrilled to have them both,” said McKissick. “This investment in talent programming and organizational development sets CUES up for success and empowers our members to reach successful new heights.”

Learn more about CUES at cues.org.

CUES is the leading talent development solutions provider for credit unions in North America. We educate, develop and support credit union CEOs, executives, directors, and emerging leaders through partnerships with premier business schools, live and online events, digital learning, networking, and premium content. With nearly 50,000 members and growing, we measure success one leader at a time.

Connect with CUES at [CUES.org](https://cues.org) and on [LinkedIn](#), [Facebook](#), [X](#), and [Instagram](#). For daily insights on issues impacting credit unions visit CUmanagement.com.

###

Note to Editor: Photos Attached

Caption: Chad Helminak, CUES VP of Talent Development Programming

Caption: Pixie Gray, CUES VP of Organizational Development