



- Introducing -

JON CREEL VP OF BUSINESS DEVELOPMENT

We are excited to welcome Jon as the newest addition to our leadership team!



PROFESSIONAL BACKGROUND

Jon Creel brings over 20 years of experience in the credit union industry, having held various impactful roles, including:

- Lending and Collections Manager at NorthPark Community Credit Union
- Regional Sales Manager at CU Members Mortgage
- Business Development and Partner Success Manager at myCUMortgage
- Customer Success Manager at Eltropy

KEY ACCOMPLISHMENTS

Throughout his career, Jon has led numerous successful projects, such as:

- Developed an indirect auto lending program and a secondary market mortgage lending program at NPCCU.
- Increased NPCCU's lending portfolio by over 41% YOY and sales of member protection products by 35%.
- Increased territory pipeline by 133% at myCUMortgage.
- Led a 57% increase in client volume in his territory at myCUMortgage.
- Collaborated with over 30 credit unions and community banks to expand over 50 different communication channels and integrations with use cases including lending, collections, marketing, and contact center at Eltropy.

He also holds the Credit Union Development Educator (CUDE) designation.

JON'S FOCUS

As the VP of Business Development, Jon will be traveling nationally, connecting with both current and prospective lenders. Whether he's meeting with partners to strengthen relationships or exploring new opportunities, Jon will be focused on building meaningful connections that drive success. Keep an eye out for him at industry events, chapter meetings, and other industry events as he works to expand ISI's presence and cultivate long-term partnerships.

THE PERSONAL SIDE

Personal Interests

- Traveling to explore cities and the outdoors
- Hiking, biking, cooking, and enjoying live music
- Watching sports, especially when his two sons are playing
- Spending quality time with **his family**

Fun Fact

Jon shares a surprising resemblance to a former international cricket player. While visiting India last year, he was frequently stopped for selfies by locals who mistook him for the team's previous captain!

Giving Back

Jon is passionate about giving back to his community. He has volunteered as a Mentor for Habitat for Humanity Homeowners and previously served on the Habitat for Humanity Finance Committee.

What Excites Jon About Working With ISI?

"I'm thrilled to partner with credit unions to provide top-tier service, ensuring they can protect their member relationships and, in turn, deliver exceptional service to their members."

- Jon Creel -