

Paul Gentile
President/CEO
Cooperative Credit Union Association, Inc.

Paul Gentile is the president/CEO of the Cooperative Credit Union Association, a trade association serving its member credit unions throughout the States of Delaware, Massachusetts, New Hampshire, and Rhode Island from its offices in Marlborough, Massachusetts. Established in the early 1900s, the Association has the distinction of being the oldest continually operating trade association in the United States.

Among his many responsibilities, Gentile works with state and federal lawmakers and regulators to help advance and improve the operating environment for credit unions. He also spearheads an extensive consumer advocacy program, *Better Values – Better Banking*, designed to educate consumers about the benefits of credit unions. He has helped to grow membership in credit unions to their highest levels ever in the Association's footprint, with approximately 40 percent of consumers now members of credit unions.

Gentile has extensive credit union career experience, from serving as an executive vice president at the Credit Union National Association in Washington, D.C., to his role as President of the New Jersey Credit Union League. He is the author of the popular booklet, "15 Reasons to Bank Only at a Credit Union," and the former editor-in-chief and publisher of the Credit Union Times, the nation's leading publication on credit unions. As a journalist, he authored hundreds of articles on credit unions and financial industry issues.

Gentile is a graduate of the University of Delaware and a board member of The New England Council. He resides in Shrewsbury, Massachusetts, along with his wife, Janet and twin sons, Christopher and Joseph.