

Professional of the Year Nomination: Christine Monteiro
Chief Member Experience Officer, St. Mary's Credit Union

Some leaders drive results. Others inspire people. The rarest leaders do both while remaining grounded in service, humility, and a genuine commitment to improving the lives of others.

Christine Monteiro is that leader.

With more than 30 years of experience in banking and credit unions, including over two decades of progressive leadership at St. Mary's Credit Union, Christine has dedicated her career to living the credit union philosophy of people helping people. As Chief Member Experience Officer, she oversees Retail Banking, the Member Solutions Center, Deposit Services, Cash Management, Learning and Development, Online Banking, and strategic initiatives designed to enhance the member experience across the organization.

While her title reflects significant responsibility, it only begins to capture her impact.

Christine is currently spearheading one of the most complex and consequential initiatives in St. Mary's Credit Union's history: the merger with MetroWest Community Federal Credit Union. Mergers require far more than operational expertise. They demand vision, empathy, communication, and the ability to unite teams around a shared purpose.

Christine brings all of these qualities to the process every day.

Her thoughtful leadership, steady guidance, and unwavering focus on both employees and members have been instrumental in ensuring the merger progresses smoothly. She approaches each challenge with a calm, solutions-oriented mindset, balancing strategic priorities with genuine compassion for the people affected by change. Her ability to navigate complexity while maintaining trust and engagement across teams has been invaluable.

Simply put, the success of this merger would not be possible without her leadership.

Throughout her career, Christine has consistently demonstrated an exceptional ability to lead organizational growth initiatives, implement new technologies, improve operations, and strengthen the member experience. She has built high-performing teams rooted in accountability, collaboration, and continuous improvement, always recognizing that exceptional member experiences begin with engaged employees.

Christine is deeply committed to developing future leaders. She invests her time generously, offering mentorship, guidance, and encouragement to employees at every

stage of their careers. Her colleagues respect her not only for her expertise and sound judgment, but also for her authenticity, accessibility, and willingness to listen.

She leads with insight and intention, with heart and by example.

“Christine is an exceptional leader who leads with kindness, authenticity, and unwavering fairness. Her genuine care for her employees makes them feel valued, supported, and capable of achieving more than they ever thought possible,” said Michelle Rocheleau, a longtime colleague and direct report of Christine’s. “Christine is deeply invested in the success and well-being of her team, inspiring us to give our very best each day—not because we have to, but because we genuinely **want** to make her proud.”

In an industry that often emphasizes transactions, Christine never loses sight of the people behind them. She firmly believes that her job is to find a way to help members, even when the answer is not immediately apparent. She approaches every interaction with respect, compassion, and a determination to create positive outcomes.

This member-first philosophy has defined Christine’s leadership throughout her career. In 2025, that commitment translated into the strongest member experience results in the past five years. Member Satisfaction reached 94.63%, Net Promoter Score increased to 84.17%, and Mystery Shop performance climbed to 98.03%. Together, these measures produced an overall Member Experience Score of 92.28%, demonstrating her ability to inspire a culture of service excellence and deliver measurable results for the members SMCU serves.

What makes Christine especially remarkable is her deep connection to the community she serves. She has spent her entire career helping the same community in which she lives and raised her family. She understands firsthand the needs, aspirations, and challenges of local families and businesses because they are her neighbors, friends, and fellow community members.

For Christine, serving members and staying active in our communities is personal.

Her commitment extends well beyond the walls of the credit union. She serves on the Board of Directors of the Assabet Valley Chamber of Commerce and the Hudson Housing Authority, supporting initiatives focused on economic development, community engagement, and affordable housing. Through these roles, she exemplifies the credit union movement's commitment to strengthening communities and improving lives.

Equally important is the culture Christine creates within her organization.

She brings positivity, warmth, and joy to the workplace. No matter how demanding the day is, she is always available with a smile, words of encouragement, or a listening ear. Her

ability to make people feel valued and supported has earned her the trust and admiration of colleagues across the organization.

Employees follow Christine because they know she genuinely cares about their success.

Members trust Christine because they know she will always seek solutions that serve their best interests.

Community partners respect Christine because they see her unwavering commitment to making a difference.

Her leadership is grounded in integrity, service, empathy, and a steadfast dedication to helping others succeed. She embodies the values that define the credit union movement and serves as a model for current and future leaders alike.

For her exceptional leadership, unwavering commitment to members and employees, transformative impact on her organization, and lifelong dedication to strengthening her community, Christine Monteiro is truly deserving of recognition as Professional of the Year.