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Nominee: Craig Boivin, Vice President of Marketing

Credit Union: UMassFive College Federal Credit Union

Submitted by: Lauren E. Duffy, President & CEO

When I reflect on the Cooperative Credit Union Association's criteria for Professional of the Year—which highlights individuals who represent the backbone of our movement, champion cooperative values, and serve as role models for their peers—one name immediately comes to mind: Craig Boivin.

Craig has been a backbone within Team UMassFive since February 2013. However, it was his elevation to Vice President of Marketing in early 2020 that truly tested and proved his mettle as a credit union leader. Assuming a highly visible executive role mere weeks before a global pandemic which fundamentally changed how we communicate with our members, Craig navigated the crisis with a steady hand, deep empathy, and an unwavering commitment to the credit union philosophy of "People Helping People." Since then, he has grown into a true hero of our institution.

Amplifying the Member Voice and Elevating Our Brand

As VP of Marketing, Craig is the architect behind nearly every public-facing accolade UMassFive receives, yet he is the last person to take the credit. He understands that exceptional credit union marketing isn't about selling products; it is about telling the authentic stories of our members and our community impact.

Under his leadership, UMassFive recently won a prestigious America's Credit Union award for our video advertisements which feature member testimonials. Craig championed the idea that our members' successes are our most powerful asset, and their opinion of us matters more than anything we as employees might say about ourselves. Furthermore, his strategic contributions and pride in telling our credit union story are driving forces behind UMassFive securing the highly coveted "Best of the Valley" award for Credit Unions in our region for a remarkable 20th consecutive year. In a deeply competitive financial marketplace, Craig ensures that our cooperative identity doesn't just compete—it shines.

A Champion of Internal Cooperative Values and Mentorship

A defining characteristic of an industry role model is how they lift up those around them. Craig is an exemplary manager who actively invests in the future of his team. He does not hoard high-profile work to build his own resume; instead, he leverages major initiatives to build his people.

A perfect example of this is his work with his next-in-line manager, Alexis Derosier. Craig has been highly intentional about preparing Alexis for her own future promotion and success. Last fall, UMassFive undertook a massive and complex digital banking conversion, migrating from Fiserv Corillian to Lumin Digital. Rather than micromanaging the member communications for this critical transition, Craig entrusted the marketing aspects of the launch to Alexis. He provided the exact right balance of strategic guidance and autonomy, empowering her to successfully navigate the project. By fostering this kind of internal growth, Craig ensures that the credit union movement will have strong, capable leaders for decades to come.

A Commitment to Continuous Growth and the Broader Movement

Despite his extensive experience and track record of success, Craig never stops being a student of the industry. He is deeply committed to his own continuous professional development and the advancement of the credit union system as a whole.

Craig is currently participating in the America's Credit Unions Mentor Match program, seeking out new perspectives and professional mentoring to continually sharpen his skills. Furthermore, his passion for community impact extends beyond UMassFive's footprint. He has recently put his name forward as a potential Chair of the CCUA's Social Responsibility Committee, eager to help drive the philanthropic and community-focused initiatives that define our regional cooperative identity.

Conclusion

The CCUA Professional of the Year award seeks to honor those whose attitudes, commitment, and service sound like the "folklore of legends." While Craig Boivin is far too humble to ever view himself as a legend, his impact on UMassFive is undeniably profound. He has protected our brand through unprecedented times, celebrated our members on a national stage, nurtured the next generation of credit union leaders, and continuously volunteers his time to better the broader movement.

Craig Boivin is the very definition of a credit union professional, and it is my absolute honor to nominate him for the CCUA Professional of the Year. (Note, he also qualifies under Young Professional)

Sincerely,



Lauren E. Duffy
President & CEO
UMassFive College Federal Credit Union