



CENTRAL ONE

FEDERAL CREDIT UNION

It is my honor to nominate Kerry Crutchley, Chief People and Culture Officer at Central One Federal Credit Union, for the CCUA Professional of the Year award. Kerry exemplifies exceptional leadership, innovation, service, and an unwavering commitment to both our employees and our members. Her influence extends far beyond the responsibilities of her role; she has helped shape a stronger culture, a more engaged workforce, and a more mission-driven organization.

Kerry's passion for Central One and her commitment to helping every employee succeed are equally remarkable. While she oversees many key initiatives, what distinguishes her is the enthusiasm, energy, and genuine care she brings to everything she does. She inspires those around her to think bigger, work smarter, and remain focused on making a meaningful difference for our employees, members, and communities.

Over the past several years, Kerry has transformed the employee experience by creating programs that attract, develop, and retain exceptional talent. She led the development of a new hire onboarding program centered on employee engagement, expanded training for member-facing employees, and introduced a modern performance management system that aligns individual goals with organizational objectives. Since Kerry established Central One's career development program three years ago, over 20% of employees have participated in a cohort focusing on opportunities to grow professionally, build leadership skills, and pursue meaningful career paths within our organization. In 2026, Kerry launched Central One's internship program, providing college students with valuable professional experience while strengthening our future talent pipeline.

Kerry has helped define the culture that sets Central One apart. She introduced the Ideal Team Player framework and Working Genius assessments, giving employees a shared language for collaboration while helping teams better understand and leverage individual strengths. These concepts have been fully integrated into hiring, leadership development, and everyday operations, creating a culture built on accountability, teamwork, and continuous improvement.

Communication and employee engagement have flourished under Kerry's leadership. She was instrumental in the implementation of "COFCU Connect", our internal monthly digital

newsletter that pairs with our monthly company-wide town halls. CEO breakfasts are held for small cross departmental groups on a regular basis to allow our CEO and Kerry to receive voice of the employee feedback in a more intimate and relaxed setting. A cross departmental culture committee is in place to gather “boots on the ground” feedback to be incorporated into our organizational people strategies. In 2024, Kerry championed the implementation of Motivosity, an employee recognition platform that encourages peer recognition, celebrates achievements and life events, and fosters meaningful connections across multiple locations. Kerry leads our annual employee recognition awards evening, highlighting numerous individual and team accomplishments across the organization.

Kerry's leadership extends well beyond our walls. Recognizing that community involvement is central to our mission, Kerry helped implement the Kadince philanthropy platform, allowing Central One to expand and better coordinate our charitable efforts. She advocated for an annual paid volunteer benefit, giving every employee eight hours each year to serve nonprofit organizations they care about. This vision culminated in Central One's first annual Half Day of Community Service in 2026, bringing employees together to support a variety of local organizations throughout our communities.

Her own commitment to service is equally impressive. Kerry serves on the Board of the Boys & Girls Club of Worcester, an organization that provides mentoring, programs, and services that help youth reach their full potential. Kerry actively participates in numerous employee engagement and wellness initiatives, organizing events that strengthen our culture while supporting the wellbeing of our employees and their families. From sporting events and paint nights to ice cream socials and family gatherings, Kerry creates opportunities for employees to connect beyond the workplace. She also helps lead our week-long Employee Appreciation Week, filled with games, prizes, great food, and memorable events that celebrate and recognize the dedication of our team.

Kerry's strategic leadership has helped position Central One as an employer of choice. Under her leadership, the organization earned several prestigious workplace recognitions in 2025, including The Boston Globe Top Places to Work, American Banker Best Credit Unions to Work For, and Best of Central Massachusetts Top Employer. In 2026, Central One was named the best-in-state Massachusetts Credit Union by Forbes. These awards reflect not only outstanding human resources practices but also the culture Kerry has worked tirelessly to build.

Beyond her accomplishments, Kerry possesses a rare combination of strategic vision, creativity, and practical execution. She brings people together, encourages thoughtful discussion, and builds consensus while ensuring initiatives continue moving forward. She is thoughtful, approachable, and deeply committed to helping others succeed. Whether

addressing complex people challenges, mentoring leaders, or improving organizational processes, she approaches every situation with professionalism, empathy, and a solutions-oriented mindset.

What makes Kerry truly exceptional is that her leadership is driven not by recognition, but by purpose. Her influence can be seen in nearly every aspect of our organization, from employee development and organizational culture to community engagement and operational excellence. She leads with authenticity, vision, and heart, creating lasting positive change that will benefit Central One for years to come.

Kerry is more than Central One's nominee for Professional of the Year; she is the heartbeat of our organization, the driving force behind our people-first culture, and one of the primary reasons Central One continues to thrive. Her leadership has redefined what it means to invest in employees while strengthening our ability to serve our members and our communities.

Through her leadership of our People First strategy, Kerry has not only created a meaningful strategic differentiator for Central One in the industry, but has also demonstrated what it truly means to be a for-impact organization; one that invests in the people who serve our members and, in turn, strengthens the communities we proudly support.

Respectfully,

Karen Mills

SVP Operations

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