

CCUA Young Professionals Award Nomination

Nominee: Siran Krikorian

Credit Union: Greenwood Credit Union

Title: Vice President of Digital Strategy and Member Experience

Nominated By: Executive Leadership Team, Greenwood Credit Union

Nomination

We are pleased to nominate Siran Krikorian for the CCUA Young Professionals Award in recognition of her outstanding leadership, dedication, and impact at Greenwood Credit Union.

Siran began her career with the credit union in June of 2007 as a student intern and quickly developed a strong connection to its mission and culture. She has since built an impressive career, progressing through roles as a Teller, Member Service Representative, Assistant Vice President of Retail Banking, and now Vice President of Digital Strategy and Member Experience. Her career growth reflects her exceptional work ethic, leadership ability, and commitment to delivering outstanding service.

Throughout her career, Siran has consistently demonstrated a member-first mindset and a strong commitment to service quality. She is well known across the organization for her extensive knowledge, her ability to identify and resolve issues quickly, and her willingness to advocate for both members and colleagues. She regularly goes above and beyond her responsibilities, improving processes and contributing to a stronger, more efficient organization.

A key example of her leadership and commitment to continuous improvement is the establishment of the **Member Excellence Committee**, a cross-functional group made up of employees from across the credit union. This committee is focused on identifying opportunities to enhance customer service and improve the overall member experience. In addition to driving meaningful service improvements, the initiative has empowered employees at all levels to share ideas and take ownership of positive change. As a result, it has strengthened both the member experience and the employee experience, reinforcing a culture of engagement and innovation.

In 2019, Siran was selected as a GAC Crasher to represent Rhode Island credit unions at the Governmental Affairs Conference. This opportunity provided valuable exposure to the national credit union landscape and enabled Siran to build a strong network of peers for ongoing collaboration, knowledge sharing, and support.

Siran continues to play a key role in protecting the credit union's members, especially vulnerable populations, from fraudulent activity. In this capacity, Siran works with other business units to identify, escalate and prevent fraudulent activity. Siran has taken part in investigations and assisted with development and implementation of controls to reduce the exposure to fraudulent activity.

A defining example of her leadership occurred in 2023, when her manager, the Senior Vice President of Retail Banking, was involved in a serious accident and suddenly out of the office for a lengthy (2-year) period. The credit union staff were devastated by the sudden turn of events. Without hesitation, Siran stepped to the plate and into this critical leadership role taking over the management of the entire retail banking team. Balancing compassion with resolve, she became a steady presence for her team, offering reassurance while guiding them through uncharted territory. She worked tirelessly to ensure continuity, she provided support to her team and her colleagues and maintained strong team performance during this very challenging time. She demonstrated resilience, initiative, and leadership well beyond her role and quickly became a valued and respected member of the Senior Leadership Team.

Siran is equally committed to continuous learning and professional development. She earned her MBA in Business Administration in 2022 and completed a Six Sigma Yellow Belt certification, strengthening her ability to lead projects and drive meaningful improvements across the credit union.

Siran recently volunteered to mentor a summer intern, providing hands-on experience and exposure to the financial industry—coming full circle from her own start at the credit union as an intern.

Siran consistently fosters a positive and collaborative work environment and is widely respected by her peers. She is always willing to lend support, share her knowledge, and mentor others, helping to strengthen teamwork and morale across the organization. Her leadership style reflects professionalism, empathy, and a genuine commitment to the success of others.

Beyond the workplace, Siran is deeply committed to her community. She volunteers and supports organizations including RI Mentor, Amos House Soup Kitchen, Young Voices, the Brain Injury Association, Hasbro Children's Hospital, and the Boys & Girls Club. In addition, she is actively involved in her Armenian community, volunteering through her church and serving in a leadership role in the Homenetmen Athletic & Scouting Organization. This global non-profit organization is devoted to physical education, scouting and Armenian cultural preservation. Through Siran's engagement and leadership, local Armenian youth

were able to connect with their heritage and community including organized trips to Armenia.

Siran Krikorian truly embodies the credit union philosophy of “people helping people.” Her dedication, leadership, and positive impact on both the organization and the community make her an exceptional candidate for this award. We highly recommend her for the CCUA Young Professionals Award.

Siran Krikorian, Vice President Digital Strategy and Member Experience