

CFO of the Year: Ron Walker, FedEx Employees Credit Union

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Ron Walker, CFO of FedEx Employees Credit Union

VITALS



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What non-profit does: We provide financial products and services to FedEx employees, retirees and family.

Your role: Manage the financial and HR side of the credit association.

Background: More than 30 years' experience in financial industry; B.A., Vanderbilt; M.S., University of Memphis

Age: 56

BIG PICTURE

How's business?: We are seeing an increase in loan growth and growth in the number of members we serve.

Biggest challenge at the moment: Dealing with the continued low interest rate environment.

What will change in the next year?: Hopefully the economy will continue to improve, which will lead to more loan growth.

How do you measure success?: We are not successful unless our members are receiving the financial products, services and education they need. Therefore, our success is measured by growth in the number of products and services they utilize and continued growth in the number of members. We are "not for profit, but for service," so that is the main focus of our business model.

BUSINESS MOVES

Biggest business strength: An experienced management team focused on serving our members.

Biggest business weakness: The ineffectiveness of mass marketing since we have a closed field of membership.

Biggest risk: Dealing with continued uncertainty in the global economy as well as the regulatory environment.

Biggest mistake: Not moving into our new main office sooner. We now have a facility with room to expand.

Most strategic move: Upgrading our systems and infrastructure in recent years to provide better service.

Biggest worry: Worrying doesn't alleviate the risk. Therefore we must manage to the opportunities.

WORK ROUTINE

Most challenging task: Finding qualified applicants for job openings.

Favorite task: Providing new analytics that help us manage our business and serve our members better.

Least favorite task: Dealing with building-related issues. These don't happen often, but they take away from focusing on our business opportunities.

Source of support in a business crisis: We have a very talented and experienced team with a passion for serving our members.

DREAMS

Key goal to achieve: Making sure our members are aware of the products and services we have to offer.

Five-year plan: Continue to provide our members what they need to realize their financial dreams. Technology brings opportunities and changes rapidly, so we must look for better ways to serve our members. We strive to "Always exceed expectations. Always. All ways." With that challenge, we must be able to adapt to the opportunities.