



Samantha Paxson, Chief Experience Officer, CO-OP Financial Services

Samantha Paxson is Chief Experience Officer for CO-OP Financial Services, architect of the company's go-to-market brand and customer experience strategy, delivered through message, product, value chain and systems. An accomplished speaker and thought leader, Paxson founded CO-OP THINK, an innovation content platform empowering the evolution of mission-driven financial services.

Over her 20-year career, Paxson's focus has been on the intersection of technology, purpose and experience to evolve the organization and meet the needs of the market. Paxson is a proponent of intrapreneurship: innovating on the space between functional areas, by brokering tight relationships and strategies between a network of teams – transforming the organization for ongoing algorithmic improvement across the ecosystem. Dedicated to the growth of the CO-OP brand, she's helped boost and secure a 15 point NPS (Net Promoter Score) hike, transforming her function to be a digital content and experience powerhouse, and creating the largest industry following in owned and earned channels.

Paxson is a graduate of the University of Southern California with a degree in Journalism and Social Sciences. She is also an advisor to the OpenIDEO Challenge on "Financial Empowerment," a USCCU Board Member, CUNA Marketing Awareness Board Member, NCUF Board Member, CUCollaborate Board Member and CMNH Board Member.