



LINDA ROSSI

BIOGRAPHICAL OVERVIEW

Linda Rossi is currently President & Chief Executive Officer at \$1 billion+ Ventura County Credit Union, the largest and oldest financial cooperative headquartered in Ventura County.

Born, raised and educated in San Diego, CA, Linda's career in the credit union industry began thirty years ago with her first post-college position in the marketing department of California Coast Credit Union. Thereafter, she spent almost twenty years at Wheelhouse (formerly San Diego Metropolitan) Credit Union, serving as Senior Vice President of Marketing & Operations during her final five years' tenure.

In 2011, Linda moved 180 miles north to join the executive team of VCCU, where she spent nine years as Chief Administrative Officer prior to being named CEO in early 2020. As CAO, Linda led operational support departments including marketing, human resources and education, community partnerships, facilities and electronic services. During her tenure at VCCU, Linda has been a primary change agent -- having successfully implemented numerous efforts to broaden and deepen the financial cooperative's relationship and brand with its 80,000 members and its community. "People engagement" has been at the heart of many initiatives she and her teams have overseen, including an employee corporate citizenship/volunteerism program resulting in hundreds of volunteer work hours performed locally each year, participation in over 400 annual community events, and staff involvement on approximately thirty foundations and civic boards. Linda also provided senior-level leadership to projects involving the expansion of VCCU's delivery systems with the addition of three new branches in the last five years, as well as ATM branding agreements with Ventura County Target, Rite-Aid and 7-Eleven stores. In 2015, Linda led two primary teams responsible for both the renovation and employee relocation efforts involved with a new 73,000 square foot corporate headquarters.

Linda is also connected to our community philanthropically. She was instrumental in the establishment of the Credit Union's Foundation in 2015 and served as an officer of its Board of Directors for five years before taking an advisory board role as part of her CEO transition. Additionally, Linda is on the Board of Directors for Women's Economic Ventures (WEV) and co-chairs the West County Regional Advisory Board for Interface Children and Family Services (ICFS). She also serves on the Advisory Council for Habit for Humanity Ventura and is a regular volunteer for FoodShare. Linda also served the credit union industry on the Board of Directors of CU-First for five years. A true believer in credit union philosophy, Linda has participated in industry and consumer advocacy efforts at both the state and national levels.