



## EDDIE FRANCIS

President & CEO, WFCU Credit Union

Eddie Francis is a proven strategic and entrepreneurial business and community leader, reputed for his transformative vision, execution and tenacity.

As WFCU Credit Union President and CEO, Eddie provides both support to the Board of Directors and ensuring the credit union's goals and objectives are achieved and exceeded, guaranteeing a bright future for WFCU Credit Union and its members. Focusing on WFCU's brand, exploring new markets, superior service, enhanced product offerings, continued emphasis on technology, infrastructure and financial strength while keeping the same values and philosophies that make WFCU who it is today. This direction is instrumental in leading the strategic planning process for one of the leading, progressive financial organizations in the City of Windsor and Essex County with \$4.55 Billion in managed assets and member service totals of \$6.0 Billion.

Since joining WFCU Credit Union in 2014 as Executive Vice President, Operations and Member Experience, and recently as WFCU President, Eddie spear-headed the credit union's five-year strategic plan involving a number of new and innovative advancements for the credit union, including a new virtual branch. The early 2016 launch of Omnia Direct has extended the credit union's reach and attracted new members beyond Windsor-Essex. Other market leading initiatives include WFCU Credit Union Foreign Exchange Services and the expansion of WFCU Credit Union's Finance and Leasing relationship with FCA Canada to provide auto leasing services to all FCA Canada dealers across Ontario.

Eddie has embraced the culture of WFCU Credit Union believing employees and the service they deliver is a key differentiator. He has made the credit union's human resource strategy a priority, building on the foundation that has been laid to continue the credit union's position as an 'employer of choice'. Focusing on developing a well-defined value proposition, Eddie has led the re-development and launch of the WFCU Credit Union brand, logo and tagline.

Prior to joining WFCU Credit Union, Eddie earned a stellar reputation in public office. The youngest Mayor in the history of the City of Windsor, he was first elected Mayor in November 2003, achieving a record of ambitious accomplishments throughout his tenure.

Eddie's key successes included massive debt reduction, envisioning and realizing an ambitious capital infrastructure plan, revitalization of the downtown area and winning substantial economic investment in the region.

In addition to Eddie's life in public office, his past experience saw him leading a very successful small family business with his brothers as well as practicing law with an international law firm located in Windsor.

Reputed for his transformative vision and execution, Eddie has been recognized for his business, community and professional accomplishments. He has received: Windsor-Essex Regional Chamber of Commerce Business Excellence Award as Young Entrepreneur of the Year, Multicultural Council of Windsor-Essex Herb Gray Harmony Award, University of Windsor Clark Award, Sports Tourism Champion of the Year, Canadian Sports Tourism Alliance Award, Diamond Jubilee Medal and a Rotary International - Paul Harris Fellow.

An advocate for the future prosperity and economic success of the region, Eddie has served on numerous boards including but not limited to, Chair of the Windsor Police Services Board, Chair of the Windsor-Canada Utilities Board, Chair of the Detroit Tunnel Corporation Board, Member of Enwin Utilities Board, Member of the Enwin Energy Board, Member of the Windsor-Essex Economic Development Corporation Board and currently Member of the International Authority (Windsor-Detroit Bridge Authority) Board.

Eddie lives in Windsor, with his wife Dr. Michelle Prince, a Doctor of Chiropractic and their two children, daughter Sienna and son Phoenix.