



JEFF GUTHRIE, PRESIDENT & CEO, CANADIAN CREDIT UNION ASSOCIATION

Jeff Guthrie joined the Canadian Credit Union Association (CCUA) as President and CEO on July 1, 2022. He is an accomplished financial services executive with a wide range of experience in financial services and leading organization-wide transformations.

Jeff began his career in retail banking at the Royal Bank of Canada (RBC) as a teller. During his tenure with RBC, he held various roles with a progression of responsibilities, eventually becoming a member of the executive team as Vice-President, Card Services.

Inspired to take on a new challenge, Jeff left RBC in late 2000 and became one of the founding executives of Moneris Solutions (Moneris). Today Moneris is Canada's number one payment processor and one of the largest in North America. Over his 19-year tenure at Moneris, he held multiple senior roles, including Senior Vice-President Operations and Integrations, Chief Operating Officer, and Chief Sales and Marketing Officer.

During his time with Moneris, Jeff served on the MasterCard Canada, Visa International, and Discover North American Advisory Boards. He also served as an advisor to the Canadian Professional Sales Association (CPSA) in developing competencies and curricula related to establishing a graduate degree program for sales.

Most recently, Jeff served as President and COO of Hank Payments, a Canadian start-up focused on providing tools to help consumers improve their financial well-being. He is currently an advisor to Payment Source Inc.; a payments company focused on financial inclusion in Canada. Jeff also represents Canada's credit unions on the World Council of Credit Union Board (WOCCU).

Jeff holds a Master of Management from McGill University, specializing in international business. An avid traveler, he has visited over 40 countries and plans to continue to explore the world with the lifting of restrictions. Over the past two years, he has filled the travel void by publishing over 20 essays on various subjects, including economic recovery, mental health, and cryptocurrencies.

Jeff is an accomplished ultra-marathon runner, never shy of a challenge, having completed races in the most extreme conditions, including the Egyptian Sahara, Amazon Basin, Northern Iceland, and Fijian mountains. When not indulging his passion for travel and adventure, Jeff resides in Toronto, Canada.