



# BOBBY MATTHIS M B A

## CREDIT UNION EXECUTIVE LEADER

Transformational digital and technology executive with more than two decades of credit union leadership experience spanning digital strategy, IT operations, cybersecurity, software engineering, business intelligence, artificial intelligence, process improvement, and enterprise project delivery. As Chief Digital Officer, leads high-performing teams focused on modernizing technology, simplifying systems, advancing digital banking, and creating exceptional member and employee experiences. Brings a unique career perspective, having grown from frontline member service into executive leadership, with a deep commitment to the credit union philosophy of people helping people. Recognized for combining strategic vision, technical fluency, and an energizing leadership style to build creative cultures, accelerate innovation, and deliver technology solutions that improve lives, strengthen organizations, and position financial institutions for the future.

### CONTACT

- bobby@matth.is
- matth.is
- linkedin.com/in/bobbymatthis
- Littleton, Colorado



### CERTIFICATIONS

#### IDEO U

- Hello Design Thinking
- Insights for Innovation
- Ideas to Action

#### COMPTIA

- Project+
- Security+
- Linux+

#### Linux Operating System

- Linux Foundation (LFCS)
- LPI LPIC-1
- Novell CLA

#### Development

- Zend Certified Engineer (ZCE) (PHP Programming Language)

## EDUCATION & TRAINING ...Always Learning

### COLLEGE



#### Western Governors University

**M.S. Software & A.I. Engineering**  
Specialization in machine learning systems, AI architecture, and intelligent software design  
2026 - Present  
[Current Student](#)

**M.B.A. Business, I.T. Leadership**  
Graduate focus on technology-driven business strategy, org. leadership, and IT governance  
2017 - 2019

**B.S. Business, I.T. Management**  
Foundation in information systems, business operations, and management principles  
2012 - 2016



**Massachusetts Institute of Technology**  
xPRO A.I. Strategy and Leadership Program  
Thriving in the New World of A.I., 2025

### EXECUTIVE TRAINING



**CUES CEO Institute**  
Certified Chief Executive (CCE) Program



**University of Virginia**  
Darden School of Business  
Strategic Leadership, 2023  
Charlottesville, VA



**Cornell University**  
Johnson School of Management  
Organizational Effectiveness, 2022  
Ithaca, NY

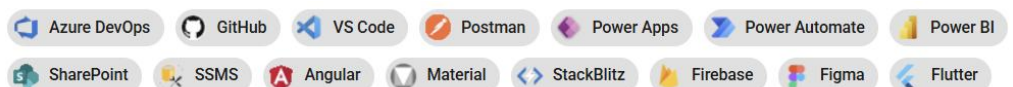


**The Wharton School**  
University of Pennsylvania  
Strategic Planning, 2021  
Philadelphia, PA



**CUES Advanced School**  
Certified Senior Executive (CSE) Program

## TOOLS & PLATFORMS ...Familiar Tech Stack



## PROFESSIONAL EXPERIENCE

A 25+ year journey of serving Credit Unions and Members. From Teller to Chief Digital Officer — a career built ground-up across technology, innovation, and digital transformation in the Credit Union industry.



### BLUE FEDERAL CREDIT UNION

Cheyenne, WY 2019 - Present

- **Chief Digital Officer**

07/2025 - Present

Executive leadership across all technology, digital channels, cybersecurity, software development, and project management — driving the organization's full digital agenda at the highest level.

- **Vice President of Digital Innovation**

11/2019 - 07/2025

Led the core banking platform, digital services (mobile and online banking), automation, application development, systems integration, enterprise applications, and self-service device network (ATMs, VTM, and Kiosks).



### WESTERRA CREDIT UNION

Denver, CO 2009 - 2019

- **Vice President of Performance Improvement & Q.A.**

02/2018 - 10/2019

Led business process management (BPM) methodology adoption, content governance, and enterprise execution excellence. Championed continual improvement and unified cross-functional teams toward strategic objectives. Oversaw enterprise performance and project management teams.

- **Vice President of IT Development & Business Intelligence**

03/2016 - 02/2018

Led the core banking platform, critical application portfolio, custom application development, business intelligence, automation, systems integration, data operations, and project management.

- **Vice President of Information Technology [ + ]**

06/2009 - 03/2016

Comprehensive leadership over all technology operations, application development, infrastructure, networking, and security across the organization.

[ + ] Additional Roles Held During This Time Span:

Director of I.T. Operations & Security, Manager of Development, Solutions Architect, and Symitar Programmer.



### JEFFCO CREDIT UNION

Lakewood, CO 2000 - 2009

- **Vice President of Information Technology [ + ]**

02/2000 - 06/2009

Senior technology leadership spanning core banking systems, custom software development, and critical application support — building the technical foundation of the organization over nearly a decade.

[ + ] Additional Roles Held During This Time Span:

Director of Information Technology, I.T. Specialist, I.T. Assistant, Card Representative, Member Services, and Teller

# SELECTED CAREER HIGHLIGHTS ...Where Vision Met Execution

## STRATEGY & PERFORMANCE

- Led enterprise-wide Velera platform migration and card conversion**  
 Directed and oversaw an organization-wide technology migration from COOP to PSCU (now Velera), simultaneously converting the card portfolio from MasterCard to Visa. The initiative encompassed full network and channels re-integration, application migrations, & digital wallets.
- Instituted an organizational operating rhythm with senior leadership**  
 Appointed to lead a cross-departmental strategic team responsible for designing innovative financial products and services using Design Thinking — directly shaping the organization's long-term strategic plan.
- Drove enterprise-wide process excellence adoption**  
 Trained and led a volunteer cross-departmental team in a renowned process methodology, capturing and documenting critical workflows. Built a content governance platform to ensure processes remained current, accurate, and accessible.
- Transformed development velocity through Agile Scrum adoption**  
 Co-designed and implemented Agile Scrum methodology across the development organization, achieving measurable improvements in delivery speed, product quality, and team engagement and morale.

## ANALYSIS & BUSINESS INSIGHTS

- Founded and scaled the Business Intelligence practice at Westerra CU**  
 Established the organization's first dedicated BI team from the ground up, building out the data infrastructure, tooling, and analytical capabilities that enabled materially richer financial reporting, predictive forecasting, performance KPIs, and incentive modeling across the enterprise.

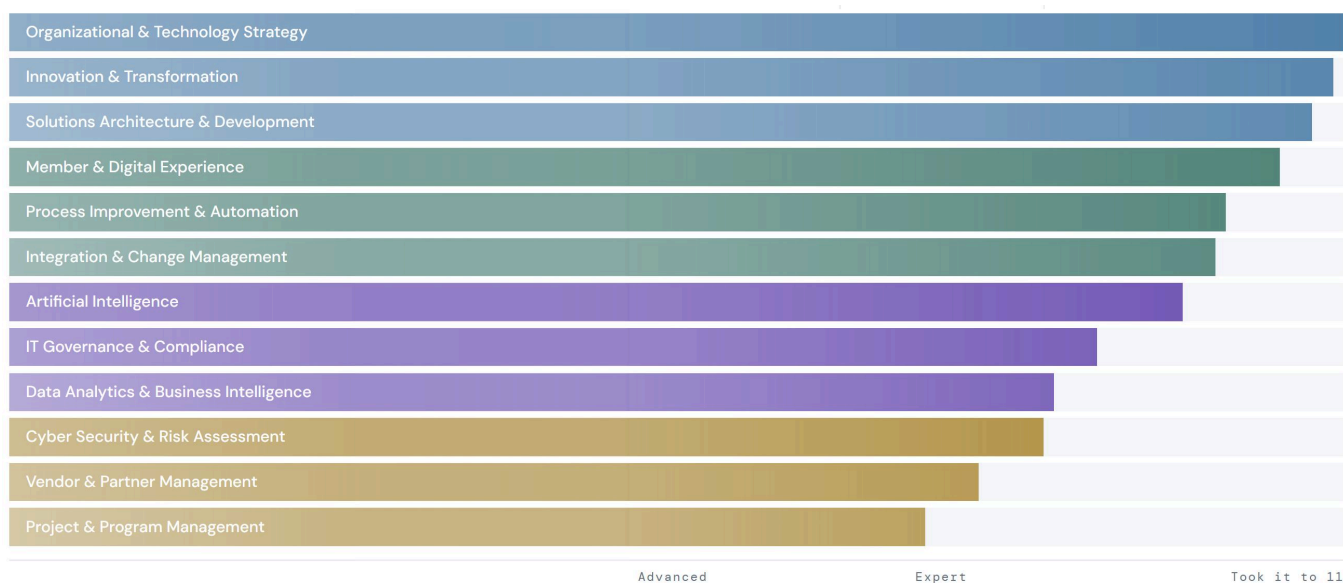
## INNOVATION & AUTOMATION

- Led full-stack digital banking platform transformation on Azure**  
 Architected and delivered a cloud-native digital banking platform using microservices on Azure Kubernetes Service (AKS). Managed product ownership and coordinated cross-functional teams spanning DevOps, back-end, Angular web, iOS, and Android — end to end.
- Built an enterprise RPA and automation suite**  
 Implemented enterprise automation tools and RPA scripts with scheduled execution and a self-service capability layer — freeing teams from repetitive administrative work and redirecting their capacity toward high-value strategic initiatives. Eliminated hundreds of hours of manual tasks.

## COMMUNICATION & ENGAGEMENT

- Achieved a 90+ iNPS score and 87th-percentile Gallup engagement**  
 Through intentional coaching and a culture of recognition, led the team to record-breaking internal Net Promoter scores — earning top marks in quality, growth opportunities, recognition, and team progression.
- Led CUNA Technology Council at the executive committee level**  
 Served on the Executive Committee of the Credit Union National Association (CUNA) Technology Council, chairing and co-chairing subcommittees across Membership, Member Resources, Awards, and Speed Rounds. Drove new membership records, produced industry white papers and roundtables, recognized innovative leaders, and introduced emerging solutions at the national conference.

## CORE COMPETENCIES



## LEADERSHIP PROFILE

### MYERS-BRIGGS

**INTP** Logician · Architect

INTPs are driven by an insatiable curiosity and a compulsion to understand complex systems at their deepest level. As a Logician-Architect, Bobby brings analytical precision to every problem — building mental models, questioning assumptions, and engineering solutions that are elegant rather than merely expedient.

### ENNEAGRAM

**5w4** Iconoclast · Investigator

Combines the Investigator's drive for deep knowledge with the Individualist's creative intensity. Approaches leadership with intellectual rigor and originality — deeply curious, quietly perceptive, driven to understand what others overlook and build what others only theorize.

### CLIFTON STRENGTHS TOP 10

- Ideation
- Individualization
- Strategic
- Relator
- Intellection
- Adaptability
- Connectedness
- Learner
- Belief
- Competition

Strategic Thinking Relationship Building Executing Influencing