



**Lucy Ito**  
**Senior Vice President, Credit Union Growth & Development**



Lucy Ito is senior vice president of credit union growth & development for the California & Nevada Credit Union Leagues (CCUL/NCUL). Areas under her oversight include R&I consulting services, economic and industry analysis, regulatory analysis, communications, marketing, financial education, community outreach, and credit union development.

Lucy serves as staff liaison to various League committees and initiatives including the Applied Research Institute (ARI), the Summit Round Table, the Shapiro Advisory Committee, the Credit Union Collaboration Committee, the Credit Union Branding Committee and the WesCorp Conservatorship Accountability Committee.

In addition to her League responsibilities, Lucy serves on the Board of Directors of Nikkei Credit Union, the Board of Directors of CAL Center Credit Union, the CUNA Governmental Affairs Sub-Committee for Consumer Protection, and the Executive Committee of the CUNA Operations, Sales, & Service Council.

Prior to joining the Leagues in May 2004, Lucy had previously been with the World Council of Credit Unions (WOCCU) for 15 years working primarily in Central & Eastern Europe, Central Asia, Asia & the Pacific. Ito earned her B.A. economics and Asian studies from the University of California-Berkeley and her M.A. in linguistics from the University of Wisconsin-Madison.