



Susan Mitchell
Chief Executive Officer
Mitchell, Stankovic and Associates

Susan Mitchell is CEO/President of Mitchell, Stankovic and Associates, a consulting firm dedicated to credit unions. The firm specializes in Board Development, Educational Initiatives, Organizational Succession Planning, Operational Efficiency, Leadership Coaching and Strategic Planning to facilitate innovation within the industry.

For the last two years Susan Mitchell has held the position of Chief Executive Officer of O'Rourke, Mitchell & Associates. After successfully completing her leadership engagement with OMA, Susan has decided to focus on her consulting practice and will remain a strategic alliance partner of OMA. Prior to joining forces with Gene O'Rourke, Susan Mitchell was CEO/President of Mitchell, Stankovic and Associates and MyDAS, Inc. both consulting firms dedicated to credit unions.

Susan began her career as a system analyst in the computer industry and progressed to hold positions in senior management of several Fortune 500 companies. She worked with the Comptroller of Banks for the State of California to capitalize de novo banks, created innovative strategies and authored numerous educational documents, before co-founding MyDAS Marketing, Inc in 1985. For more than 20 years MyDAS garnered an enviable reputation within the credit union industry by creating the first online Credit Union University, cuu.com for education, maximizing marketing ROI and MySTERY Shop research. In April 2004 MyDAS was acquired by Liberty Enterprises and in June of 2005, acquired by John H. Harland and renamed Harland Educational Services.

In 2009, Susan was recognized by the World Council of Credit Unions for her volunteerism in developing countries around the world and her program advisory consultation in the creation of the Global Women's Initiative that in its inaugural year has 78 members and over 22 countries represented. Susan has facilitated Board planning sessions for WOCCU, executive team strategic meetings and provided educational programs globally.

Susan was given the inaugural Diversity Visionary Award and The Richard Miles Johnson Award and the Beacon Award by the California / Nevada Credit Union Leagues. These awards recognized her organization's outreach efforts to educate the public on financial fiscal responsibility and their dedication to fostering appreciation of all cultures. Ms. Mitchell was named So Nevada Businesswoman of the year and her company was honored as business of the year.