

# Digital Transformation Imperatives for America's Credit Unions



March 24, 2021 ~ 10am – 11:00am CST

Virtual Webinar

Cost: \$99 per connection

Register [HERE](#)

*\*Invoices will be sent after session.*

A digital transformation is underway in the U.S. financial services industry that will have a profound impact on how Credit Unions do business, how they strategize about their futures and how they collaborate around products, member service and information. Becoming “future ready” will require Credit Unions to reimagine how they bring together people, process, technology, and data to remain relevant and drive growth. During this session, Mark will highlight the primary macro trends that are reshaping the financial services business model; how new entrants are disrupting the industry through innovation; how technology is changing the nature of financial services delivery and distribution; and how demographic shifts require Credit Unions to adapt their value propositions.

**Speaker: Mark Sievwright, Founder- Sievwright and Associates**

With more than 30 years of financial services experience, Mark Sievwright has worked directly with numerous Credit Unions in the successful formulation and execution of their strategic, business and technology plans. He is the recipient of a number of industry awards including the Ambassador Award merited by the World Council of Credit Unions (WOCCU) for his services to credit unions.

Mark is a recognized financial services thought-leader with a unique understanding of, and insights to, the digital banking and payment services markets. He is the Lead Subject Matter Expert for CUNA's newly established Digital Transformation Task Force and has led strategic planning and technology evaluation projects for Credit Unions ranging from \$250M to \$25 Billion in assets.

Mark has held senior leadership positions at HSBC, MasterCard International (where he led the firm's marketing and commercial services division in the EMEA region), Payment Systems Inc. (where he served as CEO), TowerGroup (where he served as CEO) and Fiserv (where he served as vice chairman and president of the company's Credit Union Solutions division serving 2,600 credit unions).

In April 2017, Mark established Sievwright & Associates and is uniquely focused on providing credit unions with valuable strategic insights and trusted technology guidance to drive their business growth and member experience initiatives, both effectively and efficiently. He is the co-author (with Microsoft executive, Guillermo Kopp) of a book titled, “Digital Life”, published in December 2020.

