



BlockChain 101 and can Credit Unions Change the Financial Services Game with CULedger?

Rick Cranston, Vice President of Innovation and Product Develop, Mountain West Credit Union Association

BlockChain might just be as transformative as the internet was in the late 90's. The Credit Union Industry might actually be a leader in this innovative space with the CULedger Initiative". CULedger is an opportunity to create a managed Blockchain network specifically for the Credit Union industry that would allow us to quickly deploy state of the art financial technology that will greatly increase our ability as Credit Unions to compete in the current highly competitive financial market space.

The Credit Union industry can stop the madness of a million passwords and a million usernames while at the same time implementing state of the art security and reduce fraud significantly. Can you imagine a significant reduction to reset passwords and reduced calls to your call center regarding logging into your various channels? CULedger can actually make that happen.



As the Vice President of Innovation and Product Develop, Rick is responsible for creating and deploying innovation initiatives across the Mountain West Credit Union Association (MWCUA) region. As one of the co-creators of the CULedger initiative, he has been a primary contributor and leader for the national CULedger initiative that includes not only some of the smallest credit unions in the country, but the largest as well. Additionally, the CULedger initiative includes many of the largest CUSOs from across the country.

Mr. Cranston is involved with all aspects of the leadership of the Strategic Partners league service corporation including co-leading a national deployment of AffirmX, a highly-used on-line compliance platform. He also has a seat on the Executive Leadership Board for the National Credit Union Information Sharing and Analysis Organization (NCU-ISAO)

with the mission advancing credit union cyber resilience, real-time security situational awareness information sharing, and coordinated response in the global credit union community. Mr. Cranston serves on the organizing board of the Global Sovrin Foundation, the purpose of which is to establish and maintain a public permissioned ledger for self-sovereign identity that fosters a global participatory ecosystem and achieves the maximum trust from all stakeholders.

Rick has been with the Mountain West Credit Union Association since 2007. Prior to his arrival at the MWCUA, Mr. Cranston performed in a variety of high tech leadership positions on behalf of national technology consulting companies. He also served in the military in both the USAF and USAR. Rick has over 30 years of experience in technology initiatives both in and out of the credit union industry.

Mr. Cranston holds a Bachelor's of Science degree in business from South Dakota State University and MBA from University of Montana.