



Anne Legg, founder, and principal of THRIVE™ Strategic Services THRIVE works with credit unions to create revolutionary member relationships via organizational education, member-centric data strategies, and data maturity.

She is a recognized credit union business strategist, presenter author, educator with an MBA thesis on the credit union business model as well as two internationally published whitepapers on credit union business strategy.

Anne has delivered over 100 onsite sessions to over 600 credit union senior leaders across the united states, launching their data journeys.

She has been a lead instructor at the CUNA Marketing School and has acted as the subject matter expert for CUNA's Credit Union marketing curriculum. Anne has also been an author to CUNA's Environmental Scan, The Credit Union industry's leading strategic planning guide.

She has also served on various Credit Union Boards, including; CUNA's Marketing and Business Development Executive Council, MAC, and the California and Nevada Credit Union League Public Advocacy Committee.

She has received numerous awards including; CMBDC Marketing Professional of the Year, Credit Union Executive Society Rising 100, CO-OP ThinkPrize semi-finalist. She has also been named "A Woman To Watch" By the Credit Union Times. Her work has been published and presented at both the 2012 and 2014 International Cooperative Summit, Making her the only Credit Union professional in the United States to do so.

In 2019, she climbed the tallest freestanding mountain on the planet, Mt Kilimanjaro.