

Application Form

Profile

Christian E Dean  
First Name Middle Initial Last Name

[Redacted] Suite or Apt  
Home Address  
Concord CA  
State Postal Code

[Redacted]  
Primary Phone

[Redacted]  
E-mail Address

District Locator Tool

Resident of Supervisorial District:

☒ District 3

Excite Credit Union Director of Retail Experience  
Employer Job Title

Length of Employment

2 years

Do you work in Contra Costa County?

☐ Yes ☒ No

If Yes, in which District do you work?

How long have you lived or worked in Contra Costa County?

27 years

Are you a veteran of the U.S. Armed Forces?

☐ Yes ☒ No

Board and Interest

Which Boards would you like to apply for?

Economic Opportunity Council: Submitted

**Seat Name**

Christian E. Dean

**Have you ever attended a meeting of the advisory board for which you are applying?**

☐ Yes ☒ No

**If Yes, how many meetings have you attended?**

M/A

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**Education**

**Select the option that applies to your high school education \***

☒ High School Diploma

**College/ University A**

**Name of College Attended**

Nyack College

**Degree Type / Course of Study / Major**

Masters in Organizational Leadership

**Degree Awarded?**

☒ Yes ☐ No

**College/ University B**

**Name of College Attended**

Holy Names University

**Degree Type / Course of Study / Major**

Psychology

**Degree Awarded?**

☒ Yes ☐ No

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**College/ University C**

**Name of College Attended**

**Degree Type / Course of Study / Major**

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**Degree Awarded?**

☐ Yes ☐ No

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**Other Trainings & Occupational Licenses****Other Training A**

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**Certificate Awarded for Training?**

☐ Yes ☐ No

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**Other Training B**

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**Certificate Awarded for Training?**

☐ Yes ☐ No

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**Occupational Licenses Completed:**

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**Qualifications and Volunteer Experience**

**Please explain why you would like to serve on this particular board, committee, or commission.**

I'm deeply passionate about building equitable, thriving communities and believe local government plays a critical role in that effort. As a professional in the financial services industry, a leader in civic organizations, and a resident committed to positive change, I want to contribute my skills, lived experiences, and voice to ensure policies and programs reflect the diverse needs of Contra Costa County residents. Whether it's mental health, racial equity, or women and children's services—I'm drawn to causes that uplift underserved populations and create sustainable impact.

**Describe your qualifications for this appointment. (NOTE: you may also include a copy of your resume with this application)**

I serve as Director of Retail Experience at a credit union, where I lead cross-functional teams and develop strategies that enhance member service, financial education, and economic empowerment. I'm a published author on mental wellness, a committed volunteer in organizations like the Oakland African American Chamber of Commerce, and a member of Alpha Kappa Alpha Sorority, Inc. I bring strong leadership, analytical thinking, and a collaborative spirit to every table I sit at. My professional background, community involvement, and passion for justice make me a strong candidate for this appointment.

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Upload a Resume

**Would you like to be considered for appointment to other advisory bodies for which you may be qualified?**

☒ Yes ☐ No

**Do you have any obligations that might affect your attendance at scheduled meetings?**

☐ Yes ☒ No

**If Yes, please explain:**

**Are you currently or have you ever been appointed to a Contra Costa County advisory board?**

☐ Yes ☒ No

**If Yes, please list the Contra Costa County advisory board(s) on which you are currently serving:**

**If Yes, please also list the Contra Costa County advisory board(s) on which you have previously served:**

**List any volunteer or community experience, including any advisory boards on which you have served.**

Oakland African American Chamber of Commerce

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### **Conflict of Interest and Certification**

**Do you have a familial or financial relationship with a member of the Board of Supervisors? (Please refer to the relationships listed under the "Important Information" section below or Resolution No. 2021/234)**

☐ Yes ☒ No

**If Yes, please identify the nature of the relationship:**

**Do you have any financial relationships with the County such as grants, contracts, or other economic relationships?**

☐ Yes ☒ No

**If Yes, please identify the nature of the relationship:**



## Please Agree with the Following Statement

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**I CERTIFY that the statements made by me in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith. I acknowledge and understand that all information in this application is publicly accessible. I understand that misstatements and/or omissions of material fact may cause forfeiture of my rights to serve on a board, committee, or commission in Contra Costa County.**

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☒ I Agree

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## Important Information

1. This application and any attachments you provide to it is a public document and is subject to the California Public Records Act (CA Government Code §6250-6270).
2. All members of appointed bodies are required to take the advisory body training provided by Contra Costa County.
3. Members of certain boards, commissions, and committees may be required to: (1) file a Statement of Economic Interest Form also known as a Form 700, and (2) complete the State Ethics Training Course as required by AB 1234.
4. Meetings may be held in various locations and some locations may not be accessible by public transportation.
5. Meeting dates and times are subject to change and may occur up to two (2) days per month.
6. Some boards, committees, or commissions may assign members to subcommittees or work groups which may require an additional commitment of time.
7. As indicated in Board Resolution 2021/234, a person will not be eligible for appointment if he/she is related to a Board of Supervisors' member in any of the following relationships:
  - (1) Mother, father, son, and daughter;
  - (2) Brother, sister, grandmother, grandfather, grandson, and granddaughter;
  - (3) Husband, wife, father-in-law, mother-in-law, son-in-law, daughter-in-law, stepson, and stepdaughter;
  - (4) Registered domestic partner, pursuant to California Family Code section 297;
  - (5) The relatives, as defined in 1 and 2 above, for a registered domestic partner;
  - (6) Any person with whom a Board Member shares a financial interest as defined in the Political Reform Act (Gov't Code §87103, Financial Interest), such as a business partner or business associate.

# Christian Evelyn Dean

*Accountability, Adaptability, Inclusion, Innovation, & Leadership*

San Francisco Bay Area, CA

## Chief Experience Officer

Performance-driven executive with a proven record of accelerating growth and exceeding business targets in financial institutions. Expert in crafting and implementing sales strategies that enhance revenue generation. Known for fostering high-performing teams, promoting inclusive leadership, and enhancing collaboration. Committed to boosting customer loyalty and developing community partnerships that elevate brand visibility.

### Areas of Expertise

- Business Development & Growth
- Strategic Decision-Making
- Organizational Leadership & Culture
- Customer Experience Management
- Small Business Lending
- Retail & Business Banking Products
- Cost Management & Reduction
- Performance Optimization
- Training & Development
- Employee Engagement
- Community Outreach & Partnerships

## CAREER EXPERIENCE

### Director of Retail Experience, EXCITE CREDIT UNION

2023 – Present

Lead a team of over 22 across 4 branches, setting strategic sales and operations directives to foster growth and ensure market stability. Oversee comprehensive branch management encompassing sales, service, security, and compliance.

**| Manage \$600M in Assets • Surged New Member NPS to 78.95/100 • Decreased Turnover by 28.2% |**

- Collaborated cross-functionally to analyze recurring audit issues across branches and develop targeted training modules. **Achieved a 54% reduction in audit findings** within 3 months.
- Improved low member experience scores by developing a zero-risk training module and slide deck, conducting certification sessions that significantly raised team performance and member satisfaction.
- **Reduced hiring costs by \$178K** by identifying and implementing optimization and head count strategies by introducing a multipronged approach and fostering team member development.
- Successfully implemented strategies that **reduced new account opening errors by 15%**.
- Key member of the Community Inclusion Coalition, dedicated to diversifying products and services to cater to a diverse customer base.
- Chair the Leader Summit and serve on the events committee, orchestrating team appreciation and community partnership events, including collaboration with the Oakland African American Chamber of Commerce and the Latino Business Foundation.

### Vice President, Business Center Manager, PNC BANK

2022 – 2023

Directed services for small business clients generating \$50M in annual revenue, spearheading marketing strategies and partnerships to boost brand awareness and sales. Leveraged extensive expertise in business lending, SBA protocols, COI building, and complex credit management to achieve business objectives.

- **Boosted client satisfaction by 27%** (from 54% to 81%) by setting and executing strategic short-term and long-term service goals. Earned the title of National Market All-Star for 2023.
- Coached the sales team to streamline processes, culminating in **\$18M in closed sales** for 2022.
- Selected as peer trainer to develop new branch managers, emphasizing best practices for high-performing businesses. Conducted a weeklong shadowing program, successfully training 4 newly onboarded managers.
- Served as Chair of Employee Business Resource Group, enhancing employee engagement and shaping organizational culture through key diversity and inclusion initiatives.



**Vice President, Group Branch Manager, POPPY BANK**

2021 – 2022

Directed 10-person sales team, analyzing financial and customer data to proactively address needs, resolve issues, and equip teams with resources to meet key business objectives.

- Effectively managed customer complaints with sound judgment, using insights from interactions to enhance operations and overall performance. **Achieved 200% business growth in Q1 2022.**
- Led successful launch of the San Francisco branch, establishing key business relationships that **secured \$17M** in new accounts during first quarter.

**AVP, Business Development Branch Manager, COMERICA BANK**

2017 – 2021

Strategically led and coordinated sales initiatives, leveraging deep knowledge of products and services to drive loan and deposit sales to both consumer and small business segments. Spearheaded strategies through organic sourcing methods.

- Managed a **\$56M business portfolio**, successfully attracting and retaining clients, and surpassing key performance targets by **exceeding consumer loan sales goals by 132%**.
- Cultivated and enhanced sales performance in employees and led a colleague experience initiative for the Retail Bank Division.
- Facilitated improvements to OD Report, Information Protection, and Authentication Question to mitigate risk and ensure compliance ahead of annual audit.

**Assistant Branch Manager, PATELCO CREDIT UNION**

2013 – 2016

Oversaw training, supervision, and support of 60 employees across 12 retail branches, fostering a collaborative environment that motivated staff to excel in sales and customer service.

- Significantly enhanced **loan growth by 26% year-over-year** and elevated branch performance, boosting revenue and sales rankings from 24th to 14th among 36 branches.
- Acted as Interim Branch Manager as needed, supporting continuity, process improvements, and quality service.

**EDUCATION**

**Master of Science (MS), Organizational Leadership, ALLIANCE UNVERISTY**

**Bachelor of Art (BA), Industrial Psychology, HOLY NAMES UNIVERSITY**

**C-Suite Leadership Training, CREDIT UNION NATIONAL ASSOCIATION (CUNA), *in progress***

**Customer Experience Executive Certification, THE CX ACADEMY**

**Agile Project Management Certification, LOUISIANA STATE UNIVERSITY ONLINE & CONTINUING EDUCATION**

**Community Leadership**

- Executive Board Member**, Oakland African American Chamber of Commerce
- Board Member**, The Social Equity Initiative
- Committee Chair, Uplift Our Local Community**, Alpha Kappa Alpha Sorority, Inc.
- Member**, National Association of Professional Women
- Member**, Habitat for Humanity

**Of Note**

- Named one of *San Francisco Business Times*' "Bay Area People on The Move"
- Notary public of California
- Myers-Briggs Type Indicator (MBTI): Extraversion, Intuition, Feeling, Judging (ENFJ)
- Author of *Propelled: A 30-Day Guide to Coping with Anxiety and Depression Through the Word of God*