



P.O. Box 1500  
Dunedin, FL 34697  
[www.achievacu.com](http://www.achievacu.com)

## **Chief Retail Officer | Achieva Credit Union | Tampa Bay, Florida**

### **The Opportunity**

Achieva Credit Union was founded in 1937 by seven teachers who believed in fairness, financial empowerment, and community support. From those humble beginnings, Achieva has grown to serve more than 200,000 members while maintaining its cooperative spirit and commitment to doing “GOOD” for the communities it serves.

The Chief Retail Officer (CRO), reporting directly to the Chief Operating Officer, will be a key architect in Achieva’s continued growth and market leadership. This executive will shape and lead the credit union’s comprehensive retail strategy, with responsibility for driving membership growth, enhancing sales and service performance, and delivering a seamless, high-quality member experience across all retail channels.

The CRO will provide strategic oversight of branch operations, market leadership, and retail performance, ensuring consistency, scalability, and alignment with Achieva’s overall financial objectives and culture. This leader will guide Market Presidents and retail teams in executing a balanced sales and service strategy, reinforcing a culture that prioritizes relationship-building, performance, and exceptional member experience.

This role requires a digitally forward, modern retail leader who can evolve traditional branch models into an integrated, seamless experience across both branch and digital channels. The CRO will partner closely with digital, marketing, and operations teams to enhance channel adoption, improve service delivery, and ensure members experience Achieva consistently—regardless of how they choose to engage.

In close partnership with marketing and lending leadership, the CRO will also drive a strong business development focus, leveraging both personal and organizational networks to expand membership, deepen community relationships, and grow Achieva’s presence across the Tampa Bay region. This executive will play a key role in identifying and executing opportunities for market expansion, including new branch locations and strategic partnerships.

The CRO will also collaborate with risk and compliance teams to ensure adherence to all regulatory requirements while maintaining a strong control environment. As a visible, cross-functional leader, this individual will influence enterprise strategy, strengthen organizational culture, and reinforce Achieva’s position as both a market leader and a top workplace.

**This role requires a deeply rooted Tampa Bay market leader. Candidates must reside within the Tampa Bay region and bring an established network within Achieva’s footprint. Proven success in business development, community engagement, and driving retail growth in this market is essential.**

**The ideal candidate will not be new to this market, but rather a recognized leader who has already built relationships, driven results, and established credibility across the Tampa Bay community.**



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Achieva offers the mission, momentum, and leadership platform for a visionary retail executive to make an extraordinary impact.

**EEO Statement:**

Achieva Credit Union is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, sex, age, status as a protected veteran, qualified individual with a disability, or other protected status. Achieva participates in E-Verify.

To apply visit <https://www.achievacu.com/Home/Careers#JobOpenings>

Have questions reach out to [recruiting@achievacu.com](mailto:recruiting@achievacu.com).