



Bob Falk
President & Chief Executive Officer
Purdue Federal Credit Union
West Lafayette, Indiana

Bob Falk is the president and CEO of the Purdue Federal Credit Union. Purdue Federal is located in West Lafayette, Indiana and serves the financial needs of almost 85,000 members worldwide and holds over \$1.8 billion in assets. He has been with Purdue Federal since 2002 and has held the position of CEO since 2008.

Prior to joining Purdue Federal Credit Union, Bob held leadership positions with Elevations CU (formerly University of Colorado) and CUNA Mutual Group. His background is in lending and he has built strong credit card, auto, mortgage and commercial lending programs in each of the credit unions he has worked. Bob has also been very involved in credit union industry organizations throughout his career as listed below:

- Prime Alliance/Mortgage Cadence: Director (5 years)
- Filene Research Institute:
 - i3 innovation team member (3 years)
 - Research Council Member (6 years)
- CUNA: Housing Reform Task Force (5 years)
- Indiana Credit Union League:
 - Finance/Budget Committee (3 years)
 - Governmental Affairs Committee (current)
 - Ignite innovation and leadership development program founder
- Consumer Financial Protection Bureau (CFPB): Credit union advisory council member (3 years)
- Federal Reserve Bank of Chicago: Community Depository Advisory Board (3 years)
- NCAA/Purdue Athletics Affairs Committee (6 years)

Involvement in the community he serves is also very important as he has held leadership positions with local community organizations including the United Way, Greater Lafayette Commerce, Purdue University and Junior Achievement. In 2022 he was recognized for his efforts on campus by being awarded the Purdue Student Life Distinguished Mentor Award. Bob has been married to his wife, Laura for 27 years and they have 2 adult children.

