

# Eltropy Leadership Summit 2025 Concludes in Jackson Hole, Highlighting Innovation and Community Focus

*C-Suite executives and industry leaders explore credit union and community bank evolution through AI integration, growth initiatives, and member solutions*

SANTA CLARA, CA, UNITED STATES, September 8, 2025 /EINPresswire.com/ -- The fourth annual Eltropy Leadership Summit, held August 25-27, 2025 in scenic Teton Village, Wyoming, concluded with renewed focus on strategic innovation and strengthening community partnerships. The exclusive gathering brought together 130+ C-suite executives and senior leaders from credit unions and community banks to address critical industry challenges and growth opportunities.



Eltropy Leadership Summit 2025 in Wyoming's Teton Village

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*Ashish Garg, Co-founder and CEO, Eltropy*

Organized by Eltropy, the leading AI-powered conversations platform for CFIs, the Leadership Summit focused on today's most pressing issues — from using data to improve lending and next-gen collections, to rethinking talent strategies, exploring M&A opportunities, and driving growth while staying true to community roots. In a time of economic and technological change, leaders left with one clear message: those who combine intelligence, innovation, and connection will define the future of community finance.

"The energy at this year's summit was remarkable – you could feel the passion these leaders have for their institutions and the people they serve," said Ashish Garg, Co-founder and CEO of Eltropy. "What struck me most was how naturally the conversations moved from tactical

challenges to bigger questions about community impact. These leaders aren't just running financial institutions; they're stewarding relationships that span generations. The Jackson Hole setting reminded us all that the best strategic thinking happens when you step away from the day-to-day and focus on what truly matters."

The summit featured dynamic programming with prominent speakers and panelists, including:

- Caroline Vahrenkamp, Director of Advisory Services, Filene Research Institute
- Angela Faust, SVP/Chief Operations Officer, Credit Union of Texas
- Peter Duffy, Managing Director, Merger & Acquisition Strategy, SRM
- Scott Rabe, SVP of Innovation and Automation, STCU
- Sean Holliday, Product Development Manager, Goldenwest Federal Credit Union
- Rob Hoyle, CIO, Vantage West Credit Union
- Eric Crabtree, SVP Chief Digital Experience Officer, Kitsap Credit Union
- Brad Shafton, SVP, IT and Digital, Magnifi Financial
- Matt Edwards, Chief Customer Officer, DefenseStorm
- Jeff Sanders, VP of IT, Mid Oregon Credit Union
- Shelly Buller, Chief Operations Officer, Fibre Federal Credit Union
- David Whitcomb, Sr. Director of Product Management, Kinective/Janusea
- Mike McWethy, Executive Vice President, Texans Credit Union
- Alexis Li, Senior Workplace Strategist, Gallup
- Brian Waldron, President and CEO, Dort Financial Credit Union
- Jill Schaffer, SVP Enterprise Applications, TruStone Financial
- Adrienne Cabal, SVP, Digital Delivery, FAIRWINDS Credit Union
- Park Broome, President and CEO, Loyalty Credit Union
- Merideth Miller, Founder and Chief Marketing Officer, M2 The Agency
- Barret Howell, Director of Sales, Q2
- Matt Fehrmann, Chief Information Officer, Kohler Credit Union
- Thomas Aleman, EVP and Chief Experience Officer, OnPath Federal Credit Union
- Bill Paulen, Founder and CEO, loanTERRA
- Steve Brewer, CEO, MSGCU
- Trey Swallow, SVP of Strategic Partners, Nuvei
- Herb White, President and CEO, Sharonview Federal Credit Union
- Holli Roy, SVP of Mortgage Lending, Suncoast Credit Union
- Amanda Crocker, CEO, SWIVEL

Highlight sessions included:

"Filene's Top Trends in Action: Strategic Implementation for Credit Unions" opened the summit featuring an exclusive study commissioned by Eltropy. Caroline Vahrenkamp and Angela Faust presented Filene's Top 10 Trends research, available only to Leadership Summit attendees, exploring emerging industry forces and practical implementation strategies for credit union leaders.

"Intelligence Advantage: Who Controls the Data, Shapes the Future" brought together technology leaders to discuss how AI and data-driven decisions have become central to competitive strategy for institutions that integrate intelligence across their operations.

"The Talent Shift: Leading in an Age of Workforce and Demographic Disruption" addressed leadership challenges in times of generational change, with research-based insights on navigating talent disruption while maintaining organizational identity.

"Strategic Relevance: Competing For Deposits and Lending" explored competitive strategies for profitability in today's economic environment, focusing on core pillars of financial institution success.

"Modern Collections & Payments: Designing Systems of Trust, Speed, and Accountability" examined how collections and payments are becoming strategic differentiators through intelligence, empathy, and operational precision.

The intimate mountain setting provided exceptional opportunities for peer-to-peer learning and strategic networking. Attendees participated in adventure activities including mountain excursions, creating connections beyond the conference room while experiencing the natural beauty of the Teton range.

A signature moment of the Summit was the sunset gathering at Rendezvous Lodge, reached by a scenic gondola ride to 9,095 feet, where panoramic views of the Jackson Hole Valley set the stage for candid, strategic conversations in a truly inspiring setting. Equally unforgettable was the sunset safari through Teton National Park — a breathtaking and thrilling experience that brought attendees closer to nature while deepening the connections that make this community so powerful.

Eltropy extends appreciation to event sponsors for their partnership in making the summit possible. Titanium Sponsor: Nuvei; Platinum Sponsors: SWIVEL, IoanTERRA, Q2, Janusea+Kinective; Diamond Sponsor: M2 The Agency; Gold Sponsor: DefenseStorm; Silver Sponsors: Twilio, Access Softek; Bronze Sponsors: IDgo, Illuma, Exagens, and BlastPoint.

[The 2025 Eltropy Leadership Summit](#) reinforced the distinct advantages that community-focused institutions bring to their markets. Leaders left Jackson Hole with practical strategies and strengthened peer networks that will influence decision-making long after the mountain views fade. Most importantly, they carry forward a shared commitment to the member relationships that define community banking.

## About Eltropy

Eltropy is the leading conversations platform for community financial institutions (CFIs). Its AI-

driven communications tools help CFIs communicate, automate, improve operations and engagement, and increase productivity across the institution -- all while maintaining the highest standards of security and compliance. Using Eltropy's platform, CFIs can connect with and service their members and customers anytime, anywhere via Text, SMS, Chat, Video, and Voice -- all integrated into a single platform. For more information, please visit [eltropy.com](https://eltropy.com).

Steve Jensen

Eltropy

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