

CU*SOUTH CEO Bob West Named to Powered Magazine's '25 Outstanding Fintech Leaders of 2026'

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[CU*SOUTH](#), a 100% credit union-owned credit union service

organization (CUSO) that provides essential products and solutions for

credit unions, today announced that chief executive officer Bob West has been named to Powered Magazine's 25 Outstanding Fintech Leaders of 2026, an annual editorial selection that recognizes executives advancing financial technology and shaping the future of financial services.



CU*SOUTH

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*Bob West, CEO of CU*SOUTH*

Powered Magazine's editorial board selected 25 honorees from a cohort of 2,700 profiles, with selections based on published work, industry impact and peer recognition. West appears as the seventh honoree on the 2026 list, named alongside leaders from companies including Revolut, Rapyd and TIFIN.

West has spent more than 25 years in the financial services

and credit union industry. Before joining CU*SOUTH, he served as executive vice president and chief information officer at Members 1st Federal Credit Union and as vice president of client operations management at Fiserv from 2013 to 2018. A United States Air Force veteran, West stepped into the role of CEO of CU*SOUTH on June 15, 2022.

Under West's leadership, CU*SOUTH has flourished while staying focused on its mission of helping credit unions grow and giving them the tools to serve their members. The CUSO has expanded its collaborative network, core technology offerings and its Essential Services, and has strengthened its financial position along the way.

Over West's tenure as CEO, CU*SOUTH has consistently delivered [positive returns](#) to the CUSO's shareholders. The organization's total income has nearly doubled over the past five years, and its gross profit has increased 125% over the same period.

West also leads the effort behind Visionary, CU*SOUTH's premier annual credit union conference, which the CUSO plans and executes each year to bring credit union leaders together for strategy, technology and community building. The next event, Visionary 2027, is scheduled for April 26–28, 2027, at the Rosen Shingle Creek in Orlando, Florida.

The recognition comes as CU*SOUTH's client credit unions [have outperformed](#) their national peers. According to Callahan & Associates Peer Suite Analytics, among U.S. credit unions under \$350 million in assets in 2025, CU*SOUTH client credit unions grew membership 2.18% while national peers declined 0.45%. CU*SOUTH clients also grew loans 4.77%, roughly double the 2.35% posted by peers, and recorded a 0.88% return on assets, about 14% higher than the 0.77% posted by peers.



"I am honored and flattered to be named to this list alongside such singular fintech leaders," said West. "Everything I do as leader of CU*SOUTH is aimed at helping credit unions grow and giving them the best possible means to serve their members. This recognition belongs to our entire team and to the credit union partners who trust us with their technology and their futures."

The complete list of the 25 Outstanding Fintech Leaders of 2026 can be viewed on Powered Magazine's website.

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About CU*SOUTH

CU*SOUTH is a 100% credit union-owned CUSO with a mission to grow strong credit unions. The company provides core software solutions, essential services and collaborative partnerships to help credit unions achieve their strategic goals and serve their communities. CU*SOUTH is part of the cuasterisk.com network of CUSOs. For more information, visit cusouth.com.

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