

## **Alexzandra Shade, Director, Corporate Social Responsibility Cuna Mutual Group**



Alexzandra (Alex) Shade is the Director, Corporate Social Responsibility at CUNA Mutual Group. Alex is responsible for leading the strategy and execution of the company's Corporate Social Responsibility programs and initiatives, which includes philanthropic giving, employee volunteering, environmental sustainability, and community relations. She also leads and manages the CUNA Mutual Group Foundation portfolio and investment strategy, and building strategic partnerships throughout the communities we serve.

Alex has a dynamic, diverse, and global background in community development, outreach strategies, philanthropic giving, and innovative programming that has driven powerful change in the communities she has served. Alex has also led and launched various digital and tech initiatives, in addition to spearheading several process and change management solutions.

Prior to joining CUNA Mutual Group in February 2019, Alex served as the Executive Director of the NWFCU Foundation at Northwest Federal Credit Union in Herndon, VA.

Prior to her time at NWFCU, Alex was the National Director of Strategic Alliances for the Muscular Dystrophy Association, the Director of Development for the Mentor Foundation, and Chief Partnership Officer for the Foundation for Hospices in Sub-Saharan Africa.

Alex is happy to be back in the Midwest and now calls the Madison, WI area home!

Her community and leadership involvement includes:

- Community Shares Wisconsin, Board Member (effective Spring 2020)
- DreamUp Wisconsin Review Committee
- East Madison Community Center, Board Member
- United Madison, Collaboration Team Member
- Wisconsin Governor's Council – Student Loan Debt Task Force

Alex received her MSHS degree in Management & Leadership at The George Washington University and her BA in Communications at Beloit College.