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RESEARCH INSTITUTE



As the Chief Research and Innovation Officer of the Filene Research Institute, George Hofheimer is responsible for arming credit unions with the practical, yet creative ideas they need to compete on their members' behalf. To do this, he manages an extensive pipeline of research projects and innovation programs, including the prestigious i³ group. Prior to joining Filene, George spent 8 years leading the executive education function for the Credit Union Executives Society (CUES).

Before his career in consumer finance, George spent his formative years in Uzbekistan working for such disparate organizations as the US Peace Corps, Price Waterhouse, the American Council of International Education and Qora-Tepa Village School. George earned an MBA from the University of Wisconsin-Madison, and currently serves as the chairman of the board at Willy Street Coop, a \$30 million, 20,000 member grocery cooperative.

George resides in Madison, Wisconsin with his lovely wife, Carrie and is the proud father of two wonderful boys.

About Filene: The non-profit Filene Research Institute is a consumer finance think tank serving the North American credit union system of \$1.3 trillion in assets and more than 100 million members. Filene publishes objective research and fosters consumer-focused financial innovation. The Institute collaborates with leading researchers and academic institutions worldwide.