



Cathy Pace, Retired CEO and President, Allegacy Federal Credit Union

Cathy Pace, retired CEO and president of Allegacy Federal Credit Union, is a financial trailblazer who has been a driving force behind the credit union's exponential growth and impact on member and community wellbeing. As CEO, Ms. Pace guided Allegacy through successful fiscal initiatives, oversaw a transformative name change and rebranding, expanded into the Charlotte market and launched nationally recognized wellness and education programs. She also spear-headed a 20-year partnership with Wake Forest University that culminated in the naming of the football venue as the Allegacy Federal Credit Union Stadium.

Ms. Pace's remarkable 46-year journey at Allegacy began in 1978 when she joined Reynolds Carolina Credit Federal Credit Union as a switchboard operator. She rose through the executive leadership ranks, holding positions in marketing, business development and wealth management before being named CEO and president in 2013. During her tenure, the company grew from 17,000 members and almost \$50 million in assets in 1978 to more than 175,000 members and over \$2.2 billion in assets as of 2024. Allegacy's dramatic growth is largely attributed to Ms. Pace's leadership over successful initiatives in commercial lending, business services, and wealth and financial planning.

In addition to engineering corporate growth, Ms. Pace has been instrumental in establishing a culture of wellbeing for employees, members and the community. She embraced a corporate commitment to "doing right" by addressing needs in the community related to education, food insecurity, health and wellbeing. She also partnered with the Wake Forest School of Business to promote ethical business practices, which led to Allegacy's multi-million investments in the school's Center for Leadership and Character.

For her legacy of business excellence and community enrichment, Ms. Pace received the 2023 Lifetime Achievement Award from the Carolinas Credit Union Foundation and was named one of the Triad's Most Admired CEOs. She has served on numerous boards and currently serves as Past Chair of Greater WS, Inc., Advisory Board for Wake Forest's Institute of Regenerative Medicine, and is a long-time member of the Atrium Health Wake Forest Baptist Comprehensive Cancer Center Regional Advisory Group. She also serves on the School of Business Board of Visitors at Wake Forest.

For modeling servant leadership by fostering a corporate culture of community outreach, for honoring Pro Humanitate ideals in her efforts to promote the ethical practice of business and for serving as a valued mentor to colleagues to ensure that Allegacy remains a purpose-driven enterprise, Cathy was recommended for the degree of Doctor of Business Administration by Wake Forest in May 2024.