

JEREMY STAYTON

Recommended

Contact Information

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 [watch Jeremy's video statement](#)

Thanks for your trust these last three years. I'm asking for your vote again because I believe in the kind of financial institution that measures success by how well its members and community thrive. My career has centred on financial stewardship, clear decision-making, and doing what's right even when it's difficult — values that fit naturally with a member-driven organization. I bring genuine commitment, practical experience, and a desire to serve in a way that reflects the trust members place in their board. If re-elected, I'll work hard to ensure our credit union remains strong, member-focused, and ready for what comes next.

Work/Professional Experience

Director, Coastal Community Credit Union (2023 – Present)

As a Director, I contribute to governance oversight, financial and risk management, and strategic direction — always with a focus on long-term sustainability and member interests.

Chief Steward / CEO & Co-Owner, DeepNet IT (2015 – Present)

I lead a certified Benefit Corporation committed to sustainable enterprise practices, overseeing operations, financial management, strategic planning, ethical governance — balancing business growth with social/environmental responsibility.

Board Member, The Metro Group Inc. (2014 – Present)

I contribute to strategic oversight, corporate governance, and long-term planning.

Global Director, Strategic Accounts, Acxiom (2012 – 2015)

Managed key global accounts, supervised financial performance, negotiated contracts, navigated complex client and regulatory frameworks — building experience in enterprise scale operations.

Mortgage Banker, Meridias Capital (2004 – 2008)

Experience in a Complex Regulatory Environment; Establishing Goals; Approving Major Financial Decisions

I bring value through a combination of financial discipline, strategic thinking, and experience navigating complex, highly regulated environments.

My career as a CEO has involved making careful, well-informed decisions, balancing risk with long-term opportunity, and ensuring accountability at every step. I'm comfortable interpreting detailed requirements, asking the right questions, and collaborating with others to set clear goals and evaluate major financial commitments. Most importantly, I approach this work with humility and a focus on serving members' best interests.

Experience in Lending Expertise (Retail & Commercial); Balance Sheet Management /Treasury; Audit & Financial Management; Enterprise Risk Management; Insurance

I can contribute most strongly in the areas of financial management, risk awareness, and strategic decision-making. My background includes evaluating financial performance, understanding balance-sheet implications, and integrating risk considerations into long-term planning. While I'm not a specialist in every discipline listed, I bring a solid foundation across finance, governance, and oversight, along with the ability to learn quickly and ask informed questions. I'm committed to strengthening the board's collective expertise and supporting sound, member-focused decisions.

Background in Strong Governance

My governance experience comes from serving on boards and leadership teams where accountability, transparency, and thoughtful oversight were essential. I've worked within structured governance frameworks, contributed to strategic planning, reviewed financial performance, and helped ensure policies were followed consistently. I'm comfortable balancing stakeholder interests, supporting management while providing appropriate challenge, and making decisions grounded in long-term organizational health. I approach governance with diligence, humility, and a commitment to asking clear, unbiased questions that strengthen outcomes.

How My Values Align with Coastal Community Credit Union

My values align with CCCU through a shared focus on people, integrity, and long-term responsibility. I believe financial institutions should strengthen the communities they serve, listen to their members, and make decisions that balance opportunity with prudence. I value transparency, collaboration, and treating others with respect — all central to how CCCU operates. I also believe in growth that is sustainable and grounded in trust. These principles guide how I work, how I lead, and how I would contribute as a director.

Relevant Education/Designations

- MBA in Sustainable Enterprise (Green MBA) — Emphasizing sustainable business practices and socially-responsible leadership.

- Human-Centred Design Certification – Designing solutions with stakeholder and community needs at the centre.
- B Lab Programs – Including Impact Improvement Program and Climate Finance Action Program, enhancing expertise in sustainability, corporate responsibility, and impact measurement.
- Institute of Corporate Directors Programs – Governance, strategic oversight, and project-financing frameworks for board effectiveness.
- Board and Governance Experience – Director roles with Coastal Community Credit Union; ManKind Project Canada - BC; The Metro Group.
- Some designations require regular refresher training, which I complete every year.

Community Experience

- ManKind Project Canada - BC. On the board of non-profit focused on men's personal growth, community building
- Volunteer supporting food security with Tsawout First Nation during COVID19 pandemic

Other Experience, Competencies or Life Skills

I have small children, a marriage and I run a small business. These have been the greatest teachers in my life.