



Thomas Dunn Biography

Thomas Dunn is Senior Consultant with CVJ Strategic Intelligence, LLC based in Madison, Wisconsin. He is also Principal of RFC Solutions, LLC, a McFarland-based organization that provides strategic research and planning tools to cooperative organizations.

Tom is the former director of Public Relations and Market Research for the Credit Union National Association (CUNA), the premier trade association serving America's cooperative financial services providers. In his 20-year career with CUNA, Dunn conducted research and provided analysis services across a wide field of topics and issues affecting credit unions. He was a regular contributor to CUNA's *Environmental Scan* strategic planning publication and was involved in the research and development of CUNA National Surveys, Best Practice reports and online research content. Dunn also worked on CUNA's corporate and political public relations issues in Madison, WI and Washington, D.C., including coordination of the association's Governmental Affairs Conference, the largest meeting of its kind in the credit union movement.

A graduate of the University of Wisconsin-Madison with a B.A. in History and English, Tom is also a graduate of the Credit Union Development Educator (CUDE) program, and treasurer of the Wisconsin Screenwriters Forum.

You can reach Tom at 608.444.1747 or via email at tdunn@cvjsolutions.com.