

Steven W. Rick

Director, Chief Economist



Steven Rick is director and chief economist at TruStage™. His primary responsibilities include conducting strategic research, analysis and forecasting of the financial services industry, with special emphasis on the consumer and credit union markets.

Rick's forecasts serve as a starting point for the strategic planning process and help to create a clear understanding of the underlying trends and links between the general economy, the financial services industry, and the company's policy owners.

Rick publishes the Credit Union Trends Report, a monthly "pulse check" on the economic state of the credit union movement. He has authored a textbook on asset-liability management for credit union executives.

Before joining the company, Rick was the senior economist for CUNA & Affiliates' economics and statistics department for 22 years. Rick also serves as Chairman of the Board of Directors of the University of Wisconsin Credit Union, a \$5 billion financial institution.

Rick holds a senior lecturer position with the economics department at the University of Wisconsin-Madison where he teaches money and banking, and macroeconomics courses. He is also the facilitator and instructor for CUNA Management School's Stanford Bank Game, a computerized bank simulation, and has two years' experience as a bank simulation advisor for the Prochnow Graduate School of Banking.

Rick has a Bachelor of Arts in Economics from Moorhead State University, a Bachelor of Science in Finance from Moorhead University, and a Master of Science in Economics from the University of Wisconsin-Madison. He also obtained a Ph.D. in Economics at the University of Wisconsin-Madison.

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