

Tansley Stearns

Tansley Stearns is the Vice President of Sales & Service at BestSource Credit Union. In her role she is responsible for leading & driving business with all frontline teams including the call center, branches, marketing & business development and lending. She is also involved in leading strategic planning and driving strategic initiatives within the organization. Tansley began her career at BestSource over 8 years ago.

Tansley lead the credit union's award winning marketing team for several years before expanding to lead branches and business development, further developing her sales experience. Most recently BestSource Credit Union won first place in both the Dora Maxwell & Louise Herring awards. Tansley has helped build and develop the credit union's sales and service culture. Through that process, within two years the credit union has improved checking penetration from 33% to 43%. Overall services per household figures have increased 4% in that same two year period as well.

Tansley is also a participant in the Filene Research Institute's i3 program. This innovative group identifies and creates new product, service and business models to transform the credit union industry. In her two years with i3 she has worked with other credit union executives to create two innovative projects including SmartScore and Decision Point.

Tansley earned her Bachelor of Arts dual degree in Psychology and English at the University of Michigan. She is a Credit Union Executive Society Certified Marketing Executive and Certified Senior Executive.