

MANDY MINICK

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PROFESSIONAL SUMMARY

30+ years of expertise in farm credit services, managing large teams and complex projects, and fostering excellent public relationships with clients and stakeholders to drive strategic initiatives. Renowned for enhancing brand reputation and creating collaborative environments, resulting in sustained growth and high-impact results. Steeped in financial services and agricultural experience, allowing for knowledge sharing through mentoring of new leaders to achieve ambitious goals, while effectively overseeing complex portfolios and expanding market presence. Dedicated community leader, actively involved in volunteer initiatives that demonstrate a commitment to youth development and philanthropic engagement.

SKILLS

- Strategy development and execution
- Stakeholder relationships
- Team leadership and engagement
- High performing team building
- Brand and reputation management
- Multi-channel communication
- Crisis communication
- Public Relations
- Advocacy and community engagement
- Agriculture Industry Insights

EDUCATION

California State Polytechnic University, Pomona
Pomona, CA

Bachelor of Science: Agricultural Business and Management

- summa cum laude graduate

STRENGTHS

- Consistency
- Realtor
- Arranger
- Responsibility
- Empathy

WORK HISTORY

AgWest Farm Credit - SVP Stakeholder Relations

Spokane, WA • 01/2020 - Current

- Lead and maintain AgWest's brand positive awareness and reputation through carefully crafted corporate communication strategies and alignment with organizational goals thereby demonstrating strong brand and reputation management.
- Magnified AgWest's reputation with customers, board members, and regulators through oversight of the local advisory committee (LAC), management of external stakeholder relationships, and crop insurance administration, showing strength in brand and reputation management as well as communication strategies.
- Seamlessly grew AgWest's LAC program by 25%, and its prominence in stewardship activities in line with the Association's merger plan and fostered a high-performance team that supports continued growth and success of the crop insurance agency, showcasing team building and public relations prowess.
- Developed and implemented underwriting procedures to improve business growth and ensure a reduction in long term claim expenses.
- Work collaboratively with cross divisional AgWest employees, leaders, customers, and external stakeholders enhancing the Association's reputation and achieving high satisfaction from all, demonstrating support of Association objectives.
- Engaged in the active achievement of the 2024 Business Plan initiative creating an advocacy strategy, goals and implementation plan, shaping strategic initiatives across the Association.

Northwest Farm Credit Services - Washington State President

Pasco, WA • 01/2015 - 12/2019

- Served as a customer expert on the management executive team.
- Worked collaboratively to develop and implement innovative State President structure, a cornerstone of AgWest's long term success, with expanded use today, illustrating excellence in strategic development and execution.
- Strengthened relationships and intergraded business systems, bringing together business units that were previously siloed,

uniting corporate accounts, all lending programs, and crop insurance in a combined leadership model, stimulating growth of over 6% annually and elevating organization to be the ag leader of choice in the marketplace.

- Mentored new leadership, with a downline of 120 employees: maintained an inclusive and collaborative environment as demonstrated by low turnover of staff and improved employee engagement.
- Grew the AgVision program annually by 10% and increased both customer and employee engagement results.

Northwest Farm Credit Services - Relationship Manager & Lending Team Leader

Washington State • 07/1994 - 12/2014

- Completed Farm Credit lending training program and grew customer portfolios in Washington branches of Moses Lake and Yakima, demonstrating success in leveraging advocacy and building public relationships.
- Reinvented marketing strategy for dairy industry to grow portfolio, which was warranted as a new Farm Credit branch in Sunnyside, WA, proving excellence in aligning brand and marketing strategy with organizational goals.
- Served as first branch manager in Sunnyside, responsible for building high-performing teams and attracting a customer base from the ground up.
- Led dairy, coop, and investor team operating in multiple states, including oversight of direct lending book while supervising 35 employees across three states.
- Responsible for developing and executing on individual and group marketing plans, gaining expertise in what resonates positively with current and prospective customers and providing services to meet customers' needs.
- Collaborated with all divisions of the organization to drive continued improvement in employee and customer experiences.

LEADERSHIP ACCOMPLISHMENTS

- AgWest Farm Credit Legislative Officer
- CoBank Ambassador Program
- Western Ag Credit School

COMMUNITY STEWARDSHIP

- Washington State University Foundation Board Member: Drive philanthropic needs of the University now and for the future through active collaboration with university staff, leadership and fellow Board members.
- Washington State 4-H Club Leader: Led and increased enrollment for 4-H clubs in two different counties, enhanced learning opportunities for youth members, and managed all club business requirements.
- Spokane County 4-H Large Animal Committee President: Led adult volunteers, supporting youth members county wide.