

Biography

Rob Pagnucci



CUNA Brokerage Services, Inc.

Member FINRA/SIPC

Common Purpose. Uncommon Commitment.

Rob Pagnucci serves as Vice President, Finance, for CUNA Brokerage Services.

Rob started his professional career with CUNA Mutual group in the group benefits product line, doing financial reporting & and reserving. He moved on to the corporate actuarial area and became involved in product profitability studies, centralized reporting for product lines, and surplus adequacy studies.

From there, Rob moved into the sales & marketing area and focused on profitability analysis of sales offices, efficiency studies, and financial consulting to our sales & marketing division. Rob progressed from this role back into product finance to take over leadership of our credit insurance business finance team. This role broadened to pick up financial support for other businesses connected to the lending event, and eventually progressed into the role of Senior Finance Officer – Lending, acting as the CFO to the business lines.

After serving in this capacity for several years, Rob transitioned into a back office finance leadership role, supporting customer service, IT, HR, legal and our other shared service functions. Again, Rob acted as the CFO to each business area, helping them manage the financial aspects of their businesses. Most recently, Rob has been serving as the Vice President of Finance to our distribution areas including CBSI – a broker dealer, our sales & marketing team, and Trustage – our direct to consumer team. Rob acts as the CFO to the businesses with a focus on business planning, financial reporting, and business modeling.

Rob Pagnucci attended UW-Platteville and received a Bachelor of Arts with a mathematics major and a Spanish minor. He went on to study for and pass the actuarial examinations and obtain his Fellowship in the Society of Actuaries w/a focus on Individual Life & Health Insurance. He currently serves as an advisory board member for the UW-Platteville college of Engineering, Science, and Mathematics.

In his free time, Rob enjoys training for and participating in triathlons and marathons, fishing, and spending time with his wife Vicki, and their son Bradley and daughter Courtney.



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