



Board of Directors
Nominee Profile

Name: Phil Otto

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What character traits do you currently possess that you feel would be an asset to the overall governance of the East Coast Credit Union Board of Directors?

I have the ability to think independently, ask difficult questions respectfully, and avoid groupthink, while remaining aligned with fiduciary duties to members. I have sound judgment, especially in areas of risk oversight, capital stewardship, CEO accountability, and long-term strategic direction. Credit unions are built on trust. I demonstrate unwavering integrity, discretion, and transparency in decision-making. A cooperative model demands patience, resilience, and stewardship beyond quarterly results. I have the ability to balance member value, community impact and financial prudence. I am collaborative and engage constructively with management and fellow directors, build consensus and respect diverse viewpoints. I am naturally curious, with a willingness to understand emerging risks (technology, cybersecurity, regulatory change, reputational exposure) and evolving member expectations. I am committed to board service that requires preparation, engagement, and sustained contribution, particularly in committee work and regulatory oversight.

What skills, knowledge, and experience do you bring that you believe will contribute to our Board of Directors, i.e. community involvement, board experience, etc.?

- I bring over 35 years of entrepreneurial and governance experience, including chairing complex public institutions, managing strategic planning, navigating government relations, and resolving significant organizational challenges.
- My background in reputational risk, retail brand and marketing, strategic oversight, financial literacy, and organizational culture provides a complementary lens to traditional financial and legal expertise.
- I have consistently demonstrated the ability to balance risk and growth, support management while holding it accountable, and contribute meaningfully at both board and committee levels. I am deeply committed to community stewardship and believe strongly in the cooperative model as a resilient and values-driven approach to financial services.
- My board experience includes:
 - Current Chair of Hospice Halifax (until September 2026), and Timberkids Charitable Foundation, and Board member of AROI Mortgage Investment Corp and Murphy Hospitality Group.
 - Past Chair of IWK Heath Centre, Nova Scotia Hearing & Speech Foundation and Igility.
 - Past Board experience includes Rugby Canada, IWK Health Centre Foundation, Strongest Families and Mental Health Foundation of Nova Scotia.