



**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.