

BRIAN BRANCH
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Professional Experience:

World Council of Credit Unions, Inc. (1990 to present)
Chief Operating Officer

Brian Branch manages and directs World Council of Credit Unions technical assistance programs as well as member relations in Latin America, Africa, Asia, Europe and the Caribbean.

Former positions at the World Council of Credit Unions include Economist, Manager of Research and Development, Regional Manager for Latin America, Director of Technical Services, Vice President of Development Services and Interim Chief Executive Officer. Brian Branch has been engaged in development fieldwork research and implementation for over 26 years. He has worked with credit union, micro finance and other financial institution services for over 17 years.

Dr. Branch identifies and designs programs for credit union financial self sufficiency, product innovation, outreach expansion and financial service systems. Technical duties have included:

- Manage and develop staff capabilities through strategic planning, performance goals / measurement, incentive programs and team building.
- Writing grants and proposals for credit union, micro finance, rural finance and research project funding.
- Designing programs to transfer financial management practices, policies, procedures, tools, products, technologies and management skills to credit unions in Latin America, Africa and the Caribbean.
- Providing service and product development assistance for savings, tailored credit products and transaction service networks as well as well as designing international financial network systems.
- Managing WOCCU multi year projects in Bolivia, Costa Rica, El Salvador, Ecuador, Guatemala, Honduras, Kenya, Nicaragua and South Africa.
- Designing and leading individual survey impact time series studies and carrying out institutional and financial field analysis of financial institutions.
- Conducting institutional assessments and market research for credit union systems which have included the United States, Trinidad, Guatemala, Guyana, Honduras, Nicaragua, Ecuador, El Salvador, Malawi, Nicaragua and Suriname.
- Providing technical assistance consulting and leading short term technical assistance missions in institutional development and financial management.

Dr. Branch serves as Chairman of the Board of Directors of The WOCCU Services Group Corporation.

Field Experience:

Afghanistan, Argentina, Bolivia, Colombia, Costa Rica, Ecuador, El Salvador, Ethiopia, Ghana, Grenada, Guatemala, Guyana, Honduras, Jamaica, Kenya, Mexico, Nigeria, Panama, Peru, Poland, Romania, Rwanda, Senegal, South Africa, Suriname, Trinidad, Uganda, Vietnam, Zambia

Previous Employment History:

Credit Union National Association (1989 - 1990) **Economist.**

University of Wisconsin at Madison, Economics Dept. (1984 - 1988) **Teaching Assistant.**

United States Agency for International Development (1981) Lima, Peru, **Research Consultant**

Education:

- Ph.D., Economics 1990, Underground Production in Peru: The Informal Sector. University of Wisconsin, Madison.
- M.S., Economics, University of Wisconsin, Madison.
- M.A., Latin American Studies, 1981. Change and Continuity in the Peruvian Public Sector. University of Texas, Austin.
- B.A., Government and Spanish, Bowdoin College.

Languages:

English
Spanish

Books:

Carter, Michael, Eliza Waters, Brian Branch, Lucy Ito and Catherine Ford. 2004. Paving the Way Forward for Rural Finance: Synthesis Paper and Conference Proceedings. United States Agency for International Development.

Branch Brian and Janette Klaehn. 2002. Striking the Balance in Micro Finance: A Practical Guide to Mobilizing Savings. Washington DC. Pact Publications.

Westley, Glenn and Brian Branch ed. Safe Money. 2000 Inter-American Development Bank.

Chapters:

Branch, Brian and Christopher Baker. "Overcoming Governance Problems; What does it Take?" in Westley, Glenn and Brian Branch ed. Safe Money. 2000 Inter-American Development Bank.

Richardson, David, Barry Lennon and Brian Branch. "A Road Map for Financial Stabilization of Credit Unions: the Guatemalan Experience" in Strategic Issues in Microfinance ed. Mwangi S. Kimenyi, Robert C. Wieland and J.D. Von Pischke. Ashgate. 1998.

Other Publications:

Branch, Brian, Mark Cifuentes and Nathalie Gons. 2001. The Road to Jinotega.. World Council of Credit Unions.

Almeyda , Gloria and Brian Branch. 1997. Microfinance in Guatemala: UPA and Union Popular Credit Unions. Sustainable Banking with the Poor Program. Washington D.C.; The World Bank.

Branch, Brian and Gloria Almeyda. 1997. Microfinance in Ecuador: Progreso and Oscus Credit Unions. Sustainable Banking with the Poor Program. Washington D.C.; The World Bank.

Richardson, David, Barry Lennon and Brian Branch. 1993. Credit Unions Retooled: A Road Map for Financial Stabilization World Council of Credit Unions.

Barham, Bradford, Stephen Boucher, Brian Branch, Mark Cifuentes, and Antonio Ronquillo. 1992. Credit Unions in Guatemala, 1987-1992: Report #1 - Financial Market Niche: An Institutional Profile, World Council of Credit Unions.

Boucher, Stephen, Bradford Barham, Brian Branch. 1992. Credit Unions in Guatemala, 1987-1992: Report #2 - Member Behavior Profile, World Council of Credit Unions.

Branch, Brian. "Stabilization for Troubled Credit Unions: The Guatemala and Honduras Experience", World Reporter. September 1991, January 1992.

Branch, Brian. "Safety and Soundness: The Heart of a Credit Union", World Reporter. January 1991.

Branch, Brian. "Capitalization and Self Sufficiency". in National Symposium on the Strategic Mission of Honduras Cooperative Enterprise: Production, Finance and Development. World Council of Credit Unions, March 1992.

Branch, Brian. 1982. Public Enterprises in Peru: The Perspectives for Reform Technical Papers Series No. 37. Institute of Latin American Studies. University of Texas at Austin. Austin, Texas.