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Darius Wise

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Darius Wise is president and chief executive officer of Red Rocks Credit Union, a Littleton-based financial cooperative serving members across Arapahoe, Douglas and Jefferson counties. Since taking the helm in 2023, he has led the organization through a successful turnaround, returning it to profitability within 11 months, stabilizing key performance indicators and positioning Red Rocks for sustainable growth through a renewed focus on people, culture and technology.



Darius Wise

Wise joined Red Rocks in 2019 as chief impact officer before advancing to president and later CEO. His leadership has redefined the organization's purpose around member and employee well-being, resulting in a 17% reduction in turnover and the credit union's highest employee satisfaction score in five years. He rebuilt the senior leadership team and launched a three-year strategic plan centered on innovation, financial stability and community connection.

Under Wise's direction, Red Rocks has undertaken a \$4 million operational transformation, including a full core banking system conversion, a new CRM platform and a redesigned digital banking experience launched in 2026. These initiatives are designed to enhance personalization, accessibility and security while preserving the institution's hallmark of compassionate service.

Before joining Red Rocks, Wise held leadership roles at Denver United Church, CrossPurpose and New Birth Missionary Baptist Church. He earned his bachelor's degree from Morris Brown College and executive certifications from MIT Sloan School of Management and Peregrine Global Services.

Wise also serves on several boards, including the Colorado Department of Regulatory Agencies and the University of Colorado Leeds School of Business.

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