

Jeffrey (Jeff) D. Meshey

President & CEO, Desert Financial Credit Union

“Leadership is neither a rank nor a title. It is a choice. The choice to provide care and protection for those for whom we are responsible.” – Simon Sinek

Jeff joined Desert Financial in 1994 and became CEO in 2017. He is a certified public accountant and launched his career with Ernst & Young, specializing in audits of financial institutions. His tenured career at commercial banks, savings banks and credit unions was solid preparation to lead a \$7 billion company that’s built a culture of performance and philanthropy.

Under his calm, steady leadership, membership, giving back and total assets have grown steadily. The credit union first converted to a community charter, expanding its reach to a more diverse membership, and later continued to expand its branch network significantly with a statewide charter. In recent years, Jeff led the credit union through a transformational rebranding and further cemented its commitment to sharing success. Desert Financial has consistently ranked a Best Place to Work in Phoenix, earned two consecutive wins for Angel of the Year, Business, a past winner of the Better Business Bureau’s Torch Award for Ethics and one of Arizona’s Most Admired Companies. Jeff was named a Most Admired Leader by Phoenix Business Journal in 2019.

A committed public servant, Jeff serves as a board member of the Valley of the Sun United Way and an advisory board member of the Arizona Educational Foundation. He is also a life member of the Fiesta Bowl Committee, a member of Class 29 of the Valley Leadership and a Sun Devil superfan. Uplifting the underserved, he says, is simply “the right thing to do.”