

# Candidate

## BIO



**Jason Lee**

Jason Lee is the President & CEO of REV, a \$1.2B credit union headquartered in Charleston, South Carolina. With nearly 25 years of experience in the credit union space, Lee is passionate about supporting the cooperative ecosystem. Through his entrepreneurial mindset, Lee leads REV's vision and strategic direction. This includes launching REV's mission of "Growth with Purpose" which emphasizes putting People Over Profit to promote community well-being. This mission is centered around a desire to generate member impact, social impact, economic impact, and ensure REV's long-term survivability.

Under Lee's leadership, the credit union underwent a name change to reposition and transform REV into the modern, progressive brand it is today. This led to REV doubling its assets, overhauling its tech stack through the REVTech Roadmap, launching the UpTheGood Foundation to double down on corporate social responsibility, expanding into North Carolina through two mergers, and obtaining CDFI certification resulting in over \$7 million in federal grants to support underserved communities. Together, these strategic initiatives have led to REV being consistently recognized as one of the region's best credit unions.

Lee received his Bachelor of Business Administration degree in finance from Texas Tech University and earned his Executive Master of Business Administration degree from the University of Memphis, where he also served as Chairman of the school's Alumni Advisory Council. Additionally, he served on the CFPB's Credit Union Advisory Council and chaired the Payment and Deposits Committee, RISE Memphis Board, Connect FSS's Innovation Committee, International Children Heart Foundation Board, NCR Digital Banking Executive Committee and American Heart Association's Charleston Heart Walk Executive Leadership Team. Additionally, he currently serves on the Allied Solutions Advisory Council and is a member of the board of directors for the Charleston Metro Chamber of Commerce, Charleston Regional Development Alliance, and Carrick Professionals, a professional services subsidiary of the Carolinas Credit Union League.

Since joining REV, Lee has helped re-position the REV brand, helping it secure numerous accolades at the state and local level. These include being named the Charleston Metro Chamber's Business of the Year, 5-time winner of the Post & Courier's Charleston's Choice Awards for best Credit Union, Charleston RiverDogs' T. Ashton Phillips Distinguished Service Award, multiple Desjardin Awards for financial education, Dora

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Maxwell Social Responsibility Community Service Award for REV Day for Good, and earning a feature by the S.C. Department of Education for its commitment to financial education in area high schools through its REV on Campus program.

From its tech stack to its robust suite of products and services, REV has positioned itself as an organization that's committed to supporting the communities it serves. Every year, REV works with the University of South Carolina Darla Moore School of Business to quantify the "REV Effect" that defines its overall community impact. In 2025 alone, REV generated \$4.3 billion in economic impact, supporting the creation of 32,000 jobs, resulting in \$1.5 billion in labor income and \$85 million in tax revenue. This is in addition to REV's ongoing philanthropic efforts which were highlighted by employees volunteering 8,232 hours with local nonprofit partners. Beyond volunteerism, REV also made \$190,000 in donations to 69 nonprofit organizations to support key community initiatives.