

case study

catherinecantey.com

BUILDING TRUST AND EXPANDING IMPACT AT SCALE

Executive Partnership Across a \$30B Cooperative Banking Territory

Context

At AgFirst Farm Credit Bank, Catherine partnered directly with C-suite executives, boards, and leadership teams across a large, cooperative banking system supporting America's farmers—aligning funding and technology solutions within highly regulated, multi-region environments.

Objectives

- Build trusted executive-level relationships across member institutions
- Align funding and technology solutions to complex cooperative business models
- Support long-term sustainability of agricultural enterprises
- Strengthen consultative selling capabilities within internal teams

Approach

Catherine focused on relationship-first, clarity-driven execution. She partnered with executives and boards to translate complex needs into tailored solutions, navigated cooperative governance dynamics, and mentored internal teams in consultative selling practices. Extensive on-site engagement ensured solutions aligned with real-world operations.

Results

- Executive partnerships across a \$30B funding territory spanning 18 states and Puerto Rico, residing within a \$300B system
- Supported customers and prospects with \$500M–\$2B in assets
- Achieved a perfect 5/5 customer satisfaction score within six months
- Designed and implemented a new onboarding solution early in tenure
- Recruited and onboarded the first new customer in more than 20 years
- Strengthened internal consultative selling practices and team capability

Impact

By building trust at the executive and board level and aligning solutions to complex cooperative models, Catherine helped expand impact across a multi-state system. The work strengthened long-term partnerships, supported agricultural communities, and demonstrated how clarity and execution drive results at scale.

Next Steps

If you operate within a complex system where trust, scale, and long-term alignment matter, connect with Catherine to learn more.

Catherine@CatherineCantey.com

