

# 2025 Gallagher Executive Compensation and Benefits Survey for Credit Unions

Highlights from this year’s survey and what it means for your organization’s retention strategy\*

1

### CEO Base Salary Changes

2023-2024

7%

2024-2025

6%

CEO base salaries increased by 6% from 2024 to 2025. While a smaller year-over-year increase than last year, 6% is on average higher than the historical rate of increase and higher than the average increase in assets.

This indicates that the labor market is still very competitive for top talent in the credit union space.

2

### Demographics

▲ 20% to 27%

CEOs ages 60-64 grew 7% from 2024 to 2025

The industry is experiencing a wave of first-time and newer CEOs, driven by growth in the younger tier, with 17% of CEOs in the 35-44 age range.

This implies that with an aging executive workforce, the need for succession planning is more critical than ever.

3

### Survey Participation

Survey participation among credit unions with over \$5 billion in AUM increased by 15% from last year.

15%

This increase demonstrates that larger financial institutions view gaining clarity on the elements of a competitive executive total rewards program as essential.

4

### Deferred Compensation Plans

In the last five years, credit unions offering nonqualified deferred compensation (NQDC) plans have grown by 12%. These plans are most prevalent at larger institutions, with 96% of credit unions with \$1 billion or more in AUM offering them to their executives.

31%

credit unions offering NQDC plans in 2020

43%

credit unions offering NQDC plans in 2025

### Thought Leader POV

“In many cases, a newly appointed CEO receives a short-term retention plan supported by a 457(f) plan. This short-term strategy is paired with a more robust and long-term retention/retirement plan that typically incorporates split dollar. This combo structure helps credit unions minimize the upfront capital outflow while still benefiting from the financial efficiencies of split dollar.”

— Matt Jakubowski, ARM, AAI  
Area Vice President  
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### Let’s discuss the biggest takeaways from the report. Request a copy.



\*The survey was completed from February to May 2025 by 583 credit unions. In total, they provided information for more than 2,000 executives.