



LLCU President & CEO

Robert Ares, LLCU President & CEO, was born in Cuba and later immigrated to the U.S. with his family. Robert witnessed the grit and determination of his family during their immigration, and he attributes that time to being paramount in shaping his character.

Robert holds a Bachelor of Arts degree in Business Management and a Master's in Business Administration (MBA), both degrees from Saint Leo University in Florida, where he graduated with Magna Cum Laude honors. He previously held a National Association of Securities Dealers (NASD) Series 6 License and also previously held a license to sell life & variable annuities in Florida.

Robert began his career in banking as a part-time teller at the age of 16. Throughout his career in the financial industry, Robert has held numerous positions including Auditor, General Ledger Clerk, Executive Vice President, Chief Operating Officer, Chief Financial Officer, and Bank Director. Robert became the President and CEO of Land of Lincoln Credit Union in November of 2018. In the short amount of time that he has led LLCU, the credit union has seen incredible growth and prosperity – growing in assets from \$236MM in 2018, to just over \$350MM at the end of 2021.

Robert is married to his wife of over 30 years, Debbie, and they reside in Mt. Zion, IL. They have one son, Daniel, who lives in Florida with his wife, Sadie – who have blessed Robert and Debbie with two beautiful granddaughters.

