

# Career Highlights of Hunter Young

Instructor, MDP Session 3, October 7, 2026

## **Hunter Young Founder and CEO HIFI Agency, Raleigh, NC**

- . Hunter is Founder and CEO of HIFI Agency, a nationally recognized marketing and growth strategy firm focused exclusively on banks, credit unions and financial technology companies.**
- . Under Hunter's leadership, HIFI has grown into an "Inc. 5000 Business" that serves financial institutions and fintechs across the US, helping them modernize brand strategy, digital marketing, customer acquisition and data-driven decision making.**
- . Prior to starting his agency, Hunter served in marketing and digital leadership roles at FirstBank (a community bank with \$13b in assets, based in Southern Pines, NC) and BB&T (now Truist), where he led the global retail web team.**
- . Hunter is a frequent speaker at banking industry conferences and leadership programs, including the ABA's Bank Marketing School, where he teaches courses on marketing strategy, customer data, analytics and modern financial marketing.**
- . Since 2023, Hunter has taught "Strategic Business Planning/Bank Marketing" at the Southeastern School of Banking, sponsored by the Tennessee Bankers Association**
- . Hunter lives in Raleigh with his family and enjoys distance running, music production and exploring the intersection of creativity, technology and financial innovation.**