

Media Contact

Autumn Foster
afoster@unitusccu.com
503-423-8468

FOR IMMEDIATE RELEASE

Unitus Community Credit Union Announces Key Leadership Promotions

Credit Union promotes three to Senior Vice President Roles, strengthening executive leadership

Tigard, Ore., July 1, 2025 – Unitus Community Credit Union is announcing the promotion of three accomplished leaders to Senior Vice President roles, reinforcing its commitment to internal talent development and visionary leadership.



Jessica Brown has been named Senior Vice President/Chief People and Culture Officer, reflecting her instrumental role in shaping Unitus' inclusive and people-centered workplace. In this elevated position, she will continue leading human resources and culture initiatives that foster belonging, empowerment, and professional growth across the organization.

"This role is a continuation of the work I care deeply about: creating an environment where every employee feels seen, supported, and inspired to grow," said Ms. Brown.

Char Sears has been promoted to Senior Vice President/Chief Growth Officer, where she will spearhead strategies to expand and deepen member relationships through data-driven insights, digital innovation, and personalized engagement. Her leadership will drive sustainable growth and elevate the member experience.

"Our growth isn't just about numbers—it's about deepening trust with every member we serve," said Ms. Sears. "In this role, I'm excited to bring bold ideas forward that help shape the future of member engagement by bringing together technology, strategy, and heart."

Megan Snyder has been appointed Senior Vice President/Chief Impact Officer, advancing the credit union's mission-driven efforts to serve the community and build strong, strategic partnerships. Megan will lead initiatives focused on financial inclusion, social responsibility, and community development.

"I'm honored to lead our impact work at such a pivotal time," said Ms. Snyder. "This new role allows us to deepen our commitment to the communities we serve and drive meaningful change through partnerships and purpose."

"These promotions are a reflection of the extraordinary leadership, vision, and passion Jessica, Char, and Megan bring to Unitus every day," said David Fehrer, Executive Vice President/Chief Strategy and Innovation Officer. "Each of them has made a lasting impact on our organization, and we're excited for the future as they step into these important roles."



Each SVP will now serve as part of the Executive Leadership Team at Unitus.

About Unitus Community Credit Union

At Unitus, we're dedicated to improving lives in the communities we serve. As a member-owned local credit union, we invest in people by doing the right thing. Through partnerships with nonprofit organizations, we provide support for community groups through volunteerism and financial donations. Our 106,000 members count on us to serve them and their communities; our 300+ employees share that passion for service. Learn about the local impact Unitus makes by visiting unitusccu.com.