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FOR IMMEDIATE RELEASE

Unitus Community Credit Union Announces Two Key Promotions

Newly promoted vice presidents to take on additional duties to create synergies between teams and function

Portland, Ore., July 3, 2023 – Unitus Community Credit Union announced the promotion of two assistant vice presidents as the organization realigned several internal teams. Both Char Sears and Megan Snyder will take on new duties in their vice president roles.

Char Sears, who previously served as AVP of Member Experience, will now take on the role of Vice President of Member Experience and Product Management. In addition to Digital Experience, Systems and Design teams, the Business Intelligence and Product Management teams will report directly to Ms. Sears, as she helps lead the credit union’s strategic and innovative focus on the use of products and data.

“Delivering meaningful and engaging products and services to our membership is the result of the synergy between experience design and product strategy,” said Ms. Sears. “I look forward to advancing Unitus key initiatives through the continuous enhancement of our processes, products, and technology systems with inspiring service to our membership as our North Star.” Ms. Sears joined Unitus in September 2004 as a Member Service Representative. This is her seventh promotion in her nearly 19-year career at the credit union. She recently graduated from Western CUNA Management School.

Megan Snyder will be taking on the role of Vice President of Strategic Partnerships and Portfolio Management. In addition to continuing to oversee the credit union’s Strategic Partnerships and Community Development teams, she’ll now be responsible for Portfolio and Project Management. Ms. Snyder will help lead Unitus’ efforts to bring the highest value projects and initiatives faster and more efficiently to members.

“Our focus on innovation has put Unitus on the map,” explained Ms. Snyder. “As I’ve worked with our strategic partners to find solutions to the challenges we face as we transform our organization, I value our credit union’s strategic plan to move us forward as trail blazers in technology, inspiring service, and member-centered products to help members reach their goals.”

Ms. Snyder has spent the past six years of her 18-year career at Unitus. She will complete her master’s degree in management and strategic innovation later this summer.

“As we continually evaluate our organizational structure, we determined this realignment will provide opportunity for growth, efficiency, and improved strategic focus,” said David Fehrer, EVP and Chief Strategy and Innovation Officer at Unitus. “We are pleased both Char and Megan answered the call to take on new responsibilities and we look forward to seeing their innovative spirit in action as they serve their teams and our members.”

Both vice presidents begin their new roles on July 3, 2023.

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 105,000 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.



Char Sears

Megan Snyder