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FOR IMMEDIATE RELEASE

Unitus Community Credit Union Announces Organizational Changes and Promotions

Management promotions elevate Michael Hansen, Ken Riedel, and Wayne Matsumura to Vice President roles; Heather Bianchini named Assistant Vice President

Tigard, Ore., April 26, 2024 – Unitus Community Credit Union has promoted three leaders to vice president (VP) roles within the organization and elevated one to an assistant vice president (AVP) position. These promotions are part of the credit union’s ongoing efforts to ensure its structure positions it for future growth and expansion.

Michael Hansen has been named VP of Member Services, with responsibilities overseeing branches, the call center, and the virtual branch. Mr. Hansen joined Unitus in 2008 as a Branch Manager and worked his way to the AVP, Regional Branch Manager role in 2013. In that role, Mr. Hansen helped create and teach Unitus’ sales and service training while expanding the credit union’s branch footprint from eight to 12.

The new VP of Operations is Ken Riedel. He is responsible for deposit operations, card services, the deposit task force, and improving operational practices across the credit union. Mr. Riedel joined Unitus in 2019 as AVP, Regional Branch Manager. He helped lead the east region, which saw a 12% increase in NPS during his tenure. Mr. Riedel also supported development of the credit union’s new branch designs.

Wayne Matsumura joined Unitus in 2007 and has been named VP Business Lending. Mr. Matsumura’s responsibilities include business lending, expansion, and specialized services. During his time as AVP of Business Lending, Mr. Matsumura made the first business loan as a seed to a program which is a significant pillar of the credit union’s member service and delivery program, serving more than 5,400 business members with \$242 million in active loans.

In a newly created role, Heather Bianchini will serve as AVP of Digital Banking Services, responsible for the digital banking platform experience, and ancillary digital experiences that enhance the member experience. Ms. Bianchini will be an integral part of product and channel management initiatives at Unitus, working closely with others that own channels and product lines. Ms. Bianchini joined Unitus in 2019, serving as Digital Manager, overseeing the online/mobile banking platform with a 22% growth in member usage over the past five years.

“I am proud of Michael, Ken, Wayne, and Heather as they continue their impressive tenure at Unitus,” said David Fehrer, EVP and Chief Strategy and Innovation Officer at Unitus Community Credit Union. “Each of them has contributed so much to our credit union throughout their careers, and each has proven themselves time and time again. I’m eager to see the new innovations they bring to these new roles and wish them the best as they take on these new responsibilities.”

Mr. Hansen, Mr. Riedel, Mr. Matsumura, and Ms. Bianchini began their new roles on April 15, 2024.

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.