



## **First Credit Union Announces the Appointment of Linda Bowyer as CEO**

First Credit Union's board of directors is pleased to announce the appointment of Linda Bowyer to Chief Executive Officer, First Credit Union, effective February 5th 2018. Dave Craigen, First Credit Union's current CEO will be retiring after 25 years with the organization.

"Linda is ready and equipped to continue to build a solid future for First CU, BC's first Credit Union" said Craigen. "Her extensive financial services experience, her passion for organizational excellence and member service, and her commitment to people and the community make her a great fit for First."

Bowyer began her financial services career with Westminster Savings, and is looking forward to getting back to her roots. She has over 30 years of leadership experience in the financial services industry including senior leadership roles for TD Bank Financial Group and CIBC. Most recently she served as Senior Vice President & CXO (Chief Member Experience Officer) of BCAA – a member-based organization – where she effectively led the insurance sales & service distribution channel across British Columbia, and developed and executed a new customer experience platform focused on creating member value and improving process efficiency. She holds an MBA from Simon Fraser University and a Black Belt in lean Six Sigma.

"I am honored to be chosen to lead this organization and excited to work with the team at First Credit Union; I have a deep appreciation for their commitment to their members," said Bowyer. "I look forward to exploring the beautiful areas that First operates in and to getting to know the communities."

The board of directors conducted a thorough search process for a new CEO with the goal to find someone who could blend financial services leadership with a passion for community and co-operative organizations.

"Linda brings an acute focus on the member experience, as well as a broader understanding of the financial services industry. We are confident that under Linda's leadership, First Credit Union will be well positioned for continued success in the future" said Guy Chartier, Board Chair of First Credit Union. "The Board of Directors would also like to extend their appreciation for Dave's leadership and unwavering commitment to the credit union system, recognizing him as a relationship builder, an innovator and a visionary".

Linda is very involved and invested in local community and economic development initiatives. She has shared her talents with a number of organizations in the communities that she has lived including: Past President of Kelowna Downtown Business Association; Past Chair of BC

Children's Hospital Telethon, Bank Segment in Vancouver; past member of the Kelowna Downtown Rotary Club.

First Credit Union is excited to bring Linda on board and is looking forward to working alongside her to serve our members and communities.

### **About First Credit Union**

First Credit Union is the longest running credit union in BC, incorporated in 1939. With five insurance branches, five credit union branches, over \$380 million in credit union assets, and \$145 million in wealth management assets, the organization's 140 employees serve over 51,000 clients and members across five coastal communities.

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