

## First Credit Union Welcomes New Chief Executive Officer

POWELL RIVER, February 15, 2018 - After a thorough search process throughout 2017, First Credit Union is very pleased to welcome Linda Bowyer as their new CEO.

“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 her leadership, First Credit Union will be well positioned for continued success in the future” said Guy Chartier, Chair of First Credit Union's Board of Directors.

Linda's 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. Linda 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 the member-based organization BCAA , 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.

“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.”

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 very pleased to bring Linda on board and is looking forward to working alongside her to serve their 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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For more information:

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