



FOR IMMEDIATE RELEASE
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LAFCU promotes Emily Jannereth to chief technology officer

LANSING, Mich. — LAFCU has promoted Emily Jannereth to the new position of chief technology officer. This position focuses on using technology to improve efficiencies and enhance service for members.

In her new role, Jannereth is responsible for planning, establishing and administering strategy for the Michigan credit union’s technology, including its remote infrastructure. She will continue to report to LAFCU CEO Patrick Spyke.



“Emily is a very data-driven individual who has shown expertise and passion for uncovering opportunities and identifying solutions to gain efficiencies,” Spyke said. “She has been integral to LAFCU’s drive in using technology to meet members’ evolving needs. She was also a leader in an impressive cross-departmental display of teamwork that equipped more than 90% of LAFCU employees to work from the safety of their homes within six days of the Michigan ‘Stay Home, Stay Safe’ order in March 2020. This included tellers operating ITMs who have provided uninterrupted, safe, virtual member service throughout the pandemic at all branches.”

Jannereth has over 17 years of credit union experience, including managerial positions at other Michigan credit unions. She joined LAFCU in 2016 as assistant vice president, leading the team that serves LAFCU membership through remote means, via ITMs (interactive teller machines), telephone and e-communication. In 2019, she advanced to vice president of operations, charged with overseeing the credit union’s branches and Contact Center.

She said, “I come to this position without the traditional career focus on technology. This demonstrates one of LAFCU’s strengths. Staff is provided the freedom, support, opportunity and encouragement to pursue the work we love.

“In this new role, I get to study my two favorite questions — How? and Why? — from both an internal and a member perspective. For example: How does this work? How does our membership want it to work? In the middle of those questions is the rewarding puzzle to solve.”

Jannereth praised the comprehensive team response to the pandemic accomplished in the initial six days. This included obtaining and formatting take-home computers as well as providing other home work station components, developing and offering training for staff to set up and use the work stations, and building a virtual desktop infrastructure (VDI) with dependable connectivity channels.

Her roots are deep in the Lansing area and automotive industry. Her maternal grandfather retired from General Motors Co. in Lansing with 44 years of service. Her paternal grandfather owned a gas station, an auto repair shop and drove a truck.

The Lansing resident grew up in Grand Ledge. She earned an MBA at Northwood University, Midland, and a bachelor's degree at Michigan State University, East Lansing.

About LAFCU

Chartered in 1936, LAFCU is a not-for-profit financial cooperative open for membership to anyone who lives, works, worships or attends school in Michigan and to businesses and other entities located in Michigan. The credit union serves more than 69,000 members and holds over \$915 million in assets. It was named a Best Credit Union to Work For in 2020. LAFCU offers a comprehensive range of financial products and services as well as an expanding complement of financial technology solutions. Members enjoy benefits such as low fees, low interest rates on loans, high yields on savings, discounts, knowledgeable employees and nationwide access to fee-free ATMs. A recipient of the national Dora Maxwell Social Responsibility Community Service Award for credit unions, LAFCU enriches the communities it serves by supporting many organizations and causes. To learn more about LAFCU, call 800.748.0228 or visit www.lafcu.com.

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