



**FOR IMMEDIATE RELEASE**

July 29, 2024

## **LAFCU promotes Umar Tahir to vice president of marketing, enterprise innovation and digital assets**

*Tahir's newly established role leads credit union's efforts to drive transformation, growth*

LANSING, Mich. — LAFCU is pleased to announce the promotion of Umar Tahir to vice president of marketing, enterprise innovation and digital assets of the Michigan credit union.

In his new role, Tahir oversees LAFCU's digital platforms while guiding the credit union's innovative and transformative efforts in alignment with LAFCU's strategic plan.

"Umar's extensive background in transformational leadership, his adeptness at identifying and implementing process enhancements for streamlined operations, and his prior oversight of LAFCU's Contact Center make him ideally suited for this newly established role," said Kelli Ellsworth Etchison, LAFCU chief marketing officer and chief diversity officer. "His appointment is pivotal, particularly in advancing our digital and marketing initiatives as we embrace technology-driven growth and innovation."

Tahir brings nearly 20 years of leadership experience to this newly established role for the Michigan credit union, with 13 years specifically in the financial services industry. He joined LAFCU in 2021 as branch manager of the Contact Center, overseeing phone services and member interactions through interactive teller machines at branch drive-thrus and other locations in the community.

"It is my dream to innovate LAFCU and its services on a scale that meets our members' day-to-day needs," said Tahir. "Additionally, we aim to set quality standards for the next 10 years of service delivery."

A resident of DeWitt, Mich., Tahir holds a Bachelor of Business Administration (BBA) and Master of Business Administration (MBA) from the Preston Institute of Management Services & Technology



Umar Tahir

Sciences, Pakistan. He is also a certified ScrumMaster® (CSM), a methodology that helps teams work together to deliver high-value products.

### **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 74,000 members and holds over \$1 billion in assets. Named a Best Credit Union to Work For, 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, visit [www.lafcu.com](http://www.lafcu.com).

###