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LAFCU's IT manager among presenters at international conference

Ahmed Issawi shares case study, expertise at Service Management World Conference

LANSING, Mich. —LAFCU's IT manager, Ahmed Issawi, was recently on the world stage after being selected to present at the Service Management World Conference in Orlando, Florida.

The annual conference brings service management leaders and technical support professionals from across the globe to explore the strategic and tactical elements of optimal service management strategy. Issawi provided thought leadership, resources, and examples of overcoming barriers and creating internal buy-in for needed IT processes and programs.



Ahmed Issawi

"We are incredibly proud to have Ahmed Issawi, our IT manager, represent LAFCU on the global stage," said Emily Jannereth, LAFCU chief technology officer. "Ahmed's accomplishments highlight the caliber of talent within our organization, and we commend him for his outstanding contribution to the industry."

Issawi's 60-minute presentation, "*Going from Zero to 100 in ITSM*" discussed how attendees can overcome senior leadership barriers and sell an information technology infrastructure library (ITIL) and information technology service management (ITSM) to skeptical staff. Furthermore, Issawi highlighted a case study of a university that went from having no ITIL and little senior leadership support to implementing an ITSM program based on a service management toolset with the full support of a new chief information officer and how it yielded successful outcomes.

"It was an honor, privilege, and a humbling experience to attend, speak, and be viewed as an industry expert at the Service Management World Conference," said Issawi. "It was nice to be on the other side and see that my 20 years of experience is paying off and that I can help others through my lived experience and career path."

Issawi leads a team of 10 people in LAFCU's IT department. He holds a bachelor's degree in telecommunications/information systems management with a specialization in information and technology management and a master's degree in strategic communications with a specialization in digital media and data analytics from Michigan State University.

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.

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