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**Emergifi Welcomes Business Development Executives Jeff Blair and Kevin Kelly**

**MILWAUKEE, WI – February 23, 2021 –** Emergifi is pleased to announce and welcome Jeff Blair and Kevin Kelly as Business Development Executives. Blair and Kelly will work to assess the needs of credit unions, and market Emergifi’s products and services. They will also assist leadership with marketing strategies, business plans, and sales objectives.

“We are enthusiastic to have Jeff and Kevin join our team,” said Gregg Tushaus, President of Emergifi. “Their experiences and IT backgrounds will help Emergifi on our mission to become one of the credit union industry’s most reliable, innovative resources for technological services.”

Jeff Blair, Business Development Executive. Read his [full biography](https://www.emergifi.com/About/Leadership?utm_source=CreditUnions.com&utm_medium=press_release&utm_campaign=NewHire_KevinKelly_JeffBlair&utm_content=text_biography_blair).

Blair has over 25 years of experience working with credit unions. He started in the industry leading Summit Credit Union's marketing team and was also a member of the WI GAC while at Summit. He has experience working for CUNA Mutual Group as an Account Executive selling ALM software. He also spent nearly 18 years at TransUnion using data and analytics to help credit unions implement risk, fraud, and marketing solutions. Most recently, Blair was Director of Sales with Intelemedia using predictive analytics to improve digital marketing programs.

Blair earned his bachelor’s degree in Secondary Education from UW-Madison and an MBA from Edgewood College. He recently moved to Estero, FL with his wife, Lisa. They have three adult children, Alex, Andrew, and Alyssa. In his spare time, he enjoys spending time with family and friends, outdoor activities, traveling, and going to the beach.

Kelly has over 10 years of sales experience with managed service providers (MSP), cloud services, software as a service (SaaS), and healthcare tech ranging from SMB to enterprise level sales in the Northeast U.S.

“I am excited to be joining Emergifi,” Kelly said. “I feel my experience and background in all levels of IT will bring a unique perspective to Emergifi clients and I am really looking forward to starting a new chapter of my career working with credit unions.”

Kevin Kelly, Business Development Executive. Read his [full biography](https://www.emergifi.com/About/Leadership?utm_source=CreditUnions.com&utm_medium=press_release&utm_campaign=NewHire_KevinKelly_JeffBlair&utm_content=text_biography_kelly).

Kelly earned his bachelor’s degree in Marketing from Temple University in Philadelphia, PA. Outside of work he enjoys spending time with his family, working out, watching sports, and collecting bourbon.

**About Emergifi**

*Emergifi is a wholly owned credit union service organization (CUSO). Formed in 2017, the CUSO specializes in credit union technology solutions that improve productivity and security while reducing costs and risk. Emergifi’s mission is to equip credit unions* w*ith the tools they need to remain sustainable, competitive, and successful. Please visit* [*emergifi.com*](https://www.emergifi.com/About/Company-Overview?utm_source=CreditUnions.com&utm_medium=press_release&utm_campaign=NewHire_KevinKelly_JeffBlair&utm_content=text_emergifi.com) *to learn more, and follow us on* [*LinkedIn*](https://www.linkedin.com/company/emergifi?utm_source=CreditUnions.com&utm_medium=press_release&utm_campaign=NewHire_KevinKelly_JeffBlair&utm_content=text_emergifi.com)*.*