

Advia Credit Union Adds Manager, Assistant Manager
of Commercial Credit Analysis

**PARCHMENT, Mich., Dec. 2, 2021 –** Advia Credit Union announced today that it has hired Daniel Ericks and Eric Reynolds as manager and assistant manager of commercial credit analysis, respectively.

Ericks will oversee all underwriting for commercial lending, as well as coach and develop the credit team. He will also analyze data and provide insights from the commercial credit department to help further strengthen Advia’s offerings and opportunities. Reynolds will assist with team management and be responsible for underwriting larger and more complex commercial loan requests.

“The additions of Daniel and Eric to our commercial credit department will make a positive impact on our entire team,” said Cheryl DeBoer, CEO of Advia. “Both have demonstrated a high level of knowledge of commercial lending and dedication to their profession, and we know they’ll put our people and members first.”

Prior to joining Advia, Ericks spent more than seven years at Lake Michigan Credit Union, where he most recently served as the commercial credit and operations manager. He began his career as a credit analyst at West Michigan Credit Union. Ericks holds a bachelor’s degree in business administration, with a double major in accounting and finance, from Grand Valley State University.

“I was drawn to Advia because of their dedication to the people they serve,” said Ericks. “Providing our members with the highest level of service is our top priority, and I’m focused on developing our team so that we continue to achieve that goal.”

Reynolds has nearly five years of experience in commercial loan underwriting and previously served as a credit analyst at Consumers Credit Union. He earned his bachelor’s degree in business administration, finance, from Western Michigan University.

“I look forward to being a part of Advia’s team and am excited to share my knowledge and experience to support the growth and development of the commercial credit department,” said Reynolds. “I’m confident our team will provide best in class service to current and future members of the credit union.”

**About Advia Credit Union**

Advia Credit Union’s mission is to provide financial advantages to its members. With over $2.6 billion in assets, Advia seeks to provide quick and easy access to money and time-saving financial tools to nearly 190,000 members in Michigan, Wisconsin, and Illinois. Advia’s team of over 500 professionals delivers excellent service and innovative products at 29 locations and via digital and mobile platforms. Advia is guided by its core values: driving progress, acting with integrity, building, and strengthening relationships, and keeping people at the core. Visit adviacu.org to learn more about how Advia provides Real Advantages for Real People™.

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