

FOR IMMEDIATE RELEASE

**Bay Federal Credit Union Announces Katie Gray
Selected as 2021 CUES Emerge Representative**

Capitola, CA – April 26, 2021 – Bay Federal Credit Union has announced that Katie Gray, Digital Delivery Manager, has been selected as part of the 2021 CUES Emerge program.

This exclusive program welcomed 32 up-and-coming credit union leaders who were selected based on their potential to create a lasting impact within the credit union industry. The group will receive coaching training, and resources to build their leadership and strategic thinking skillset.

Ms. Gray joined Bay Federal in January 2019, and was promoted to her current role in August 2020. She is responsible for managing the digital member experience across all systems and delivery channels.

“I am humbled and honored to have been selected to join this amazing program,” Ms. Gray said. “I am so appreciative of the opportunity to participate in this credit union leadership development program to ensure we continue to provide the best member experience possible.”

This year’s class hails from 15 states and 5 Canadian provinces, representing 29 different credit union roles. Selected representatives had to submit an application, references, and provide a written proposal to be considered.

About Bay Federal Credit Union

Bay Federal is a full-service, not-for-profit financial institution that serves 80,000 members and 2,400 local businesses throughout Santa Cruz, San Benito, and Monterey counties. With more than \$1.4 billion in assets, Bay Federal Credit Union is the largest member-owned financial institution in Santa Cruz County, serving its members and the community since 1957. Bay Federal Credit Union has an award-winning employee volunteer program in which employees have given their own money and volunteer for numerous local schools, nonprofit organizations, and community events each year.

Contact: Amy Ivey, VP Marketing and Development

Bay Federal Credit Union

831.477.8409

aivey@bayfed.com

