

FOR IMMEDIATE RELEASE

Bay Federal Credit Union Announces Promotion of Brooke Morley to SVP, Chief Product Officer

Capitola, CA – January 19, 2022 – Bay Federal Credit Union has announced the promotion of Brooke Morley to Senior Vice President, Chief Product Officer. In her new role, Ms. Morley will oversee all of the organization’s product development, as well as oversee the credit union’s deposit, loan, and card servicing departments.



Ms. Morley previously worked for Bay Federal from 2008 to 2014, when she served as the Assistant Vice President of Lending. She moved to Southern California with her family where she led lending teams with various credit unions. In early 2021, she re-joined Bay Federal Credit Union full-time as the Vice President of Asset Management. She was promoted to Vice President of Deposit and Loan Services, and soon took on additional responsibilities.

As the Senior Vice President Chief Product Officer, Brooke will bring an integrated approach to the credit union's complete line of deposit, loan, and card services, leverage the best in technology, and an improved member experience.

“I am excited to work with my dynamic team members to enhance and develop innovative financial products and services,” Ms. Morley said. “Our goal is to continue to provide our membership with the high service standards they have come to expect with Bay Federal.”

“We are so proud of Brooke and what she has accomplished since she re-joined the Bay Federal family,” said Carrie Birkhofer, President and CEO. “We are fortunate to have her depth of skill and knowledge that she brings to her new role and the value she adds to the credit union and our membership.”

Ms. Morley received two bachelor’s degrees from Santa Clara University, one in Economics and one in Finance. She is also a graduate of Leadership Santa Cruz County.

About Bay Federal Credit Union

Bay Federal Credit Union is a full-service, not-for-profit financial institution that serves over 80,000 members and 2,400 local businesses throughout Santa Cruz, San Benito, and Monterey counties. With more than \$1.5 billion in assets, Bay Federal is the largest member-owned financial institution in Santa Cruz County, serving its members and the community since 1957. Bay Federal is a certified Community Development Financial Institution, with a primary mission of promoting community development alongside their financial activities. Bay Federal 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.

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