

**FOR IMMEDIATE RELEASE**

**Bay Federal Credit Union Welcomes Back Brooke Morley as Vice President of Asset Management**

**Capitola, CA – March 10, 2021** – Bay Federal Credit Union is excited to welcome back to the organization Brooke Morley, who is re-joining the Credit Union as their new Vice President of Asset Management.

In her new role, Ms. Morley will work closely with the consumer and mortgage lending teams to support the Credit Union’s lending programs and also provide guidance and strategy for their automation and efficiency objectives.

Ms. Morley previously worked for Bay Federal from 2008 until 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 the summer of 2020, she began working with Bay Federal as a consultant to support their lending initiatives that arose during the coronavirus pandemic. Now, she’s re-joining the Credit Union full-time.



“I’m very excited to be back at Bay Federal,” Ms. Morley said. “There is no culture like the one here, and it’s great to be back with an organization that truly cares for their community, membership, and employees.”

“We are so happy to have Brooke back as part of the Bay Federal family,” said Carrie Birkhofer, President and CEO. “Her vast knowledge of lending and her innovative strategies in developing organizational efficiencies will be a huge asset to 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 is a full-service, not-for-profit financial institution that serves over 78,000 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.



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