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Chartway Federal Credit Union Announces Two Executive Promotions

Virginia Beach, VA (March 5, 2021) – Chartway Federal Credit Union is proud to announce that as the credit union continues to grow in a dynamic world, two of its leaders – Rob Keatts and Elizabeth Short – have been promoted.

Rob Keatts

Keatts – a highly experienced business and technology executive with a strong track record of providing strategic technology solutions across industries – has had a tremendous impact on Chartway since joining Chartway in 2016 as its chief information officer. As Chartway’s CIO, Keatts set the strategic direction for information technology functions, including digital banking and services, network operations, desktop applications, information security, and technology platforms. He also led Chartway’s project management and business intelligence functions. In his new role of chief strategy & information officer, Rob will continue to lead these areas of business while also partnering with Chartway’s board and senior leadership team to support the organization’s strategic planning efforts.

Previously, Keatts worked at Grow Financial Federal Credit Union in Tampa, FL, as the vice president of information technology. He’s also held strategic leadership positions at Mary Washington Healthcare, Bon Secours, and Capital One.

Keatts holds a bachelor's degree in foreign affairs and a master’s degree in information technology from the University of Virginia.

Elizabeth Short

Short is a senior-level marketing professional who joined Chartway in 2019 with more than 20 years of experience driving business results in areas including brand development, traditional and digital advertising, PR, and crisis communications. Since then, Short has helped advance Chartway’s membership growth, brand visibility, and collaborative business partnerships. In her new role as senior vice president of marketing, Short will join Chartway’s corporate planning team, serving as a key contributor for corporate and strategic planning.

Before joining Chartway, Short worked as the vice president of digital marketing for Meridian Group, leading digital marketing, analytics, and media services. She’s also worked for companies including Launch Interactive, Homes.com, *The Washington Post*, Newsweek Interactive, and the Martin Agency, among others.

Short holds a bachelor’s degree in English and fine arts from the College of William & Mary.

MORE

PHOTO CAPTIONS

Rob Keatts – Chartway Federal Credit Union is proud to announce that Rob Keatts has been promoted to chief strategy & information officer.

Elizabeth Short – Chartway Federal Credit Union is proud to announce that Elizabeth Short has been promoted to senior vice president of marketing.

ABOUT CHARTWAY FEDERAL CREDIT UNION

Chartway Federal Credit Union, a not-for-profit financial institution, has been proudly serving members for more than 60 years. Guided by its vision, mission, and values, the \$2.3 billion credit union is dedicated to making life more affordable for its 190,000 members through more than 30 branches and online, mobile, video, and telephone banking services, including mobile deposit, mobile bill pay, and digital wallets. With membership concentrations in Virginia, Utah, and Texas, Chartway is consistently recognized for its financial strength, its ability to make life affordable for its members, and for its philanthropic efforts through its charitable arm, the We Promise Foundation, which has raised more than \$12 million to provide life-changing experiences that bring joy, hope, and smiles to children facing medical hardship or illness. For more information, visit www.Chartway.com; or, visit them on [Facebook](#), [Twitter](#), or [Instagram](#).

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