



FOR IMMEDIATE RELEASE

December 14, 2021

FOR MORE INFORMATION, PLEASE CONTACT:

Redwood Credit Union Public Relations Department
(707) 576-5224 | (800) 479-7928, ext. 65224 | PR@redwoodcu.org

Redwood Credit Union Promotes Chris Cummins to Vice President of Virtual Service Delivery

Santa Rosa, Calif. – Redwood Credit Union (RCU) has promoted Chris Cummins to vice president of virtual service delivery. In his new role, Cummins is responsible for overseeing the delivery of high-quality digital experiences when members access the credit union’s online services. Under his watch, members will receive prompt and relevant help from RCU’s contact center through modern assistive technologies such as chat, co-browsing, and video.

Cummins joined RCU in 2013 as remote delivery manager and has since taken on roles as digital experience manager and most recently vice president of virtual service delivery. Prior to joining RCU, Cummins worked for Pacific Pulmonary Services as a senior software engineer and then service desk manager, overseeing software and hardware support for a nationwide workforce, and for Mitchell1, a subsidiary of Snap-on Tools, as a senior software engineer leading the development of automotive software product lines.

“Chris’s goal is to provide excellent service, and in his role, that means ensuring transactions are as simple and easy as possible, so no one needs to spend excess time banking,” said Deirdre Thompson, senior vice president of member experience. “He’s a caring individual who wants to make a positive impact in the lives of our community members—whether it’s acting as our mascot Reddy at local events, volunteering at Redwood Empire Foodbank, or bringing his best self to work each day. I’m proud to have him lead this team.”

Cummins has a Bachelor of Science degree in biochemistry and cell biology and programming certifications from the University of California, San Diego. He also holds an ITIL Foundation Certificate in IT Service Management, has ServiceNow administration training, and participated in Filene Research Institute’s i³ Innovation Program.

About Redwood Credit Union

Founded in 1950, Redwood Credit Union is a full-service financial institution providing personal and business banking to consumers and businesses in the North Bay and San Francisco. RCU offers complete financial services including checking and savings accounts, auto and home loans, credit cards, online and mobile banking, business services, commercial and SBA lending, and more. Wealth management and investment services are available through CUSO Financial Services L.P., and [insurance](#) and [auto-purchasing](#) services are also offered through RCU Services Group (RCU’s wholly owned subsidiary). RCU has more than \$7 billion in assets and serves more than 390,000 members with full-service branches from San Francisco to Ukiah. For

more information, call 1 (800) 479-7928, visit redwoodcu.org, or follow RCU on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#) for news and updates.

#