**Press Release**

**Elry Armaza joins Canvas Credit Union as VP of Marketing**

**With an extensive credit union research background, Elry will bring innovation and results to the Canvas Family**

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LONE TREE, CO (April 9, 2021) — [Canvas Credit Union](https://www.canvas.org/) is thrilled to announce that Elry Armaza will join the Canvas family as VP of Marketing. Elry comes to Canvas after a six-year tenure at [Filene Research Institute](https://filene.org/), where he focused on research, insights, and action. With an extensive knowledge of the credit union industry, Elry has worked with Canvas since their transformation from Public Service Credit Union to Canvas supporting their ongoing brand research. His passion for connecting critical questions in the credit union industry with bringing those insights to life through research practices will bring immense value to Canvas.

Earning his degree in Industrial Engineering at Universidad Católica Boliviana and an MBA in Project Management at the University of Wisconsin-Whitewater, Elry has dedicated his career to the financial industry for over 15 years. During his most recent tenure at Filene Research Institute as the Custom Research Director, he helped credit unions create stronger member experiences through journey mapping, leading strategic planning efforts, and supporting the growth of innovation. Prior to his responsibilities at Filene Research Institute, Elry spent six years at UW Credit Union working in retail lending. During his final project at UW, he supported the growth of their lending through the “Extreme Lending” effort which transformed their approach across a network of 29 branches.

“As Custom Research Director at Filene, Elry has made deep and meaningful contributions to credit unions and credit union system organization by helping them collect and analyze data about their strategy, their brand, their members’ experiences and well-being, their employees, and much more,” said Filene’s Senior Director of Research, Taylor Nelms. “Filene’s community of alumni has a long history of thinking forward and changing lives inside and outside credit unions, and we are excited to see the impact Elry will have in his new role with our partner Canvas Credit Union!”

Elry is no stranger to Canvas. Elry has been conducting Canvas’ brand benchmarking and growth research since 2018, and most recently, conducted new research around the correlation between Canvas members and well-being, bringing to light that [Canvas members have a higher level of well-being than non-members](https://www.canvas.org/blog/post/wellness-matters/). Bringing a keen eye for detail and an innovative approach, he’ll help Canvas to dive even deeper into those results, paired with more research opportunities, and further drive their growth.

“We are over the moon about officially welcoming Elry to the Canvas Family,” shared Tansley Stearns, Chief People & Strategy Officer at Canvas Credit Union. “Elry comes to Canvas with valuable gifts, including his ability to think outside the box and meet our industry disruptions head on. I am honored to have the opportunity to work with him again after our time together at Filene. Elry’s gift for listening to others and his inquisitive mind will complement the talents of our already rock star marketing leaders and team perfectly.”

As VP of Marketing at Canvas Credit Union, Elry will lead marketing efforts with data-driven insights, and bring innovative ways to act on what Canvas is hearing from its members, Family, and others to support growth and more. With his vast knowledge and wholehearted approach, Canvas looks forward to his transition into this new role in early May 2021.

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**About Canvas Credit Union**[**(canvas.org)**](https://canvas.org/)  
Canvas Credit Union is a safe and insured financial institution with over $3 billion in assets and about 260,000 members. Canvas provides a full array of financial products and services, including savings, checking, loans, mortgages, and online and mobile options. Serving Colorado communities for more than 82 years, Canvas currently has 29 branches.

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