

FOR IMMEDIATE RELEASE

**Info-Tech Research Group Names Bay Federal Credit Union CTO Richard Roark
as a 2020 Info-Tech CIO Awards Winner**

Capitola, CA – January 7, 2021 – Bay Federal Credit Union is proud to announce that its VP/Chief Technology Officer, Richard Roark has been recognized by [Info-Tech Research Group](#), a leading IT research and advisory firm, as a [2020 Info-Tech CIO Awards](#) winner.

“This award is only possible due to the daily efforts of an awesome Technology team focused on providing excellent member service to all staff,” Mr. Roark said.

Since 2016, the Info-Tech CIO Awards have recognized outstanding CIOs for delivering exceptional value to their organizations and achieving high scores in stakeholder satisfaction in Info-Tech’s [CIO Business Vision](#) program.



Info-Tech’s CIO Business Vision program bridges the communication gap between CIOs and key stakeholders, measures business leaders’ satisfaction with core IT services, and ultimately provides CIOs with the foundation to jumpstart a successful IT strategy.

“We are so proud for Richard to receive this honor,” said Carrie Birkhofer, President and CEO of Bay Federal. “His collaboration and passion to provide our staff and membership with the best experience possible is a true asset to Bay Federal.”

“The Info-Tech CIO awards focus on the most vital aspect of any IT leader’s success, which is stakeholder satisfaction,” said Geoff Nielson, vice president, product development and innovation, Info-Tech Research Group. “The recipients of these awards are solely determined by IT satisfaction and value scores that are evaluated by the recipients’ direct business stakeholders. This year’s honorees particularly exemplify what it means for IT to deliver business value during unprecedented times. We are thrilled to recognize this exemplary group, which we believe is playing a critical role in creating a competitive advantage for their organizations.”

About Bay Federal Credit Union

Bay Federal is a full-service, not-for-profit financial institution that serves over 78,000 members and 1,200 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.



Contact: Amy Ivey, VP Marketing and Development
Bay Federal Credit Union
831.477.8409
aivey@bayfed.com