

***CO-OP FINANCIAL SERVICES ADDS TALENT IN KEY ROLES***

***TO HELP FUEL DELIVERY, INNOVATION AND FUTURE VISION***

***Promotions and New Hires Span Sales, Client Experience, Corporate Governance and Communications***

***For Release on February 22, 2021:***

**RANCHO CUCAMONGA, California** – CO-OP Financial Services has added five Senior Vice Presidents whose combined responsibilities impact virtually every aspect of the business, as the payments and financial technology partner to credit unions continues to invest in its digital ecosystem.

“In 2020, CO-OP turned a year of pandemic into a year of record momentum that is leading to more great work on behalf of our clients this year,” said Todd Clark, President/CEO of CO-OP. “Our momentum is driven first and foremost by our people, and these five senior leaders – Tiffany Doty, Pam Edwards, Sara Jensen, Peter Rae and John Wong – will help us fuel our company’s innovation and future vision.”

The five employees promoted or added to the company include:

**Tiffany Doty**, SVP, Client Relationships, reporting to Matt Kardell, Chief Revenue Officer. An 11-year veteran of CO-OP, Doty has a track record of client advocacy and sales success serving as a Division Executive for the past three years. She and her team will manage the relationships with CO-OP credit unions across the country, focusing on retention, managed revenue and strategic initiatives to help CUs succeed and grow.

**Pam Edwards**, SVP, Corporate Communications, reporting to Samantha Paxson, Chief Experience Officer. Edwards joined the company three years ago, building out the communications function, overseeing internal, external and operational communications, and managed the COVID crisis response for the company this past year. She will continue to drive CO-OP’s storytelling and focus on elevating CO-OP’s reputation as a payments and financial technology leader in the marketplace.

**Sara Jensen**, SVP, Governance and Administration, reporting to Erik Askelsen, General Counsel and Corporate Secretary. Jensen will continue to manage CO-OP’s Board of Directors and company governance processes. Jensen will also help ensure that the investments being made in the various corporate functions are integrated and advance the long-term goals of the organization.

**Peter Rae**, SVP, Sales, reporting to Matt Kardell, Chief Revenue Officer. Rae possesses 20 years of payment sales experience. With his deep knowledge of the Card Issuing and Debit Network business, Rae will lend expertise and lead innovation in the company’s net-new sales efforts.

**John Wong**, SVP, Client Experience, reporting to Samantha Paxson, Chief Experience Officer. Wong joins the company with prior experience at Symantec, ADP, Intuit and Bank of America. With a 15-year track record in the relatively new discipline of client experience, he will drive deeper expansion of the experience function and maximize its output.

More information about CO-OP Financial Services can be found by visiting [www.coop.org](http://www.coop.org).

**About CO-OP Financial Services**

CO-OP Financial Services is a payments and financial technology company whose mission is ensuring the success of the credit union movement. CO-OP payments solutions, engagement services and strategic counsel help credit unions optimize member experiences to consistently provide seamless, personalized multi-channel offerings, while delivering secure, sophisticated fraud mitigation service. For more information, visit [www.coop.org](http://www.coop.org).

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