

Parsons Federal Credit Union Appoints Allen H. Gharapetian as Vice President of Marketing



Pasadena, CA – Parsons Federal Credit Union is pleased to announce the hiring of Allen H. Gharapetian as its new Vice President of Marketing. Gharapetian will be responsible for overseeing the overall marketing strategy and member and employee experience.

“Allen comes to us with a strong executive management background in consumer marketing, product innovation, and business development,” stated Ray Crouse, President/CEO of Parsons Federal Credit Union. “We believe that Allen’s experience, knowledge and impressive track record will have a critical positive impact on our efforts to identify and develop new opportunities and expand our reach. I am excited to have him on our team and looking forward to his contributions.”

Mr. Gharapetian brings over 15 years of marketing experience focused in high-tech, high-touch industries, including software, Software as a Solution (SaaS), Human Machine Interface (HMI), intellectual property and personal electronics.

Prior to joining Parsons, Mr. Gharapetian has held senior marketing roles at company such as Clarion Faurecia Electronics, SRS Labs Inc., Targus Group International, Inc., Memorex Products Inc. and Yamaha Electronics Corporation USA.

“I am thrilled to join the Parsons FCU team in this exciting, transformational time for the financial industry,” stated Gharapetian. “I am impressed with Parsons FCU’s latest achievements and membership growth, despite the challenging times we had to endure in the recent past. I am looking forward to exploring and developing new programs and partnerships and leveraging our investments in digitalization and adaptation of cutting-edge technologies to significantly enhance the experience of our current and future members as they move through their life’s journey.”

Allen holds a Master of Business Administration from Arizona State University (ASU), Phoenix, Arizona. He is an avid World Traveler and is a modern classic car enthusiast & collector. He is multilingual in English, French, Armenian, and Farsi.

The search was completed in partnership with Humanidei + O’Rourke.

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