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## **PREMIER AMERICA CREDIT UNION WELCOMES FOUR NEW EXECUTIVES**

CHATSWORTH, CA – (December 7, 2021) – FOR IMMEDIATE RELEASE

Premier America Credit Union has welcomed four new executives to promote strategic growth for the \$3.3 billion Chatsworth, Ca. based financial institution. Joining the credit union are David Fitzgerald, Senior Vice President of Lending Operations; Edson Cienfuegos, Vice President of IT Infrastructure; Mark Ross, Vice President of Software Development; and Todd Helmerson, Vice President of Residential Lending.

The executive leaders arrive amid major advancements as the Chatsworth-based credit union enhances its digital services for members, launches new product solutions, and responds to increased demand for lending services.

“This is an exciting time for Premier America. We are positioned well in many ways to grow and prosper for the benefit of our members’ success,” says Rudy Pereira, Premier America Credit Union President and CEO. “These new leaders bring a wealth of knowledge and experience to our credit union. Their addition to the team will help drive innovation and make it easier for us to help members meet today’s needs and reach tomorrow’s dreams.”

David Fitzgerald comes to Premier America with diverse expertise in lending from senior positions at both credit unions and large financial institutions. Fitzgerald will lead the Lending Division in growth and market expansion, overseeing residential, commercial, consumer, and collections operations.

Having served 21 years at City National Bank, most recently in enterprise hosting management, Edson Cienfuegos will apply his extensive IT experience in Office 365, Virtualization, Automation, and Cloud database systems to deliver robust technology solutions.

A leader of technology teams in the credit union sector, Mark Ross specializes in core banking systems, software development, automation and system integrations. Ross will draw on his 20 years in credit union programming to steer effective teams and projects.

With over 25 years’ experience in financial services, with a majority of his career spent serving the credit union vertical, Todd Helmerson has had great success building out retail and residential lending teams with a focus on member experience and operational efficiency.



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***About Premier America Credit Union:***

Premier America is a full-service community financial institution that offers exceptional banking to more than 100,000 Member-Owners. Member-Owners benefit from personal service, great savings rates, low fees, low loan rates and a full complement of savings, lending, wealth management, and insurance services. Founded in 1957, Premier America is one of the nation's largest credit unions, with more than \$3.3 billion in assets. With 20 retail branches, access to over 30,000+ surcharge-free ATMs through the CO-OP ATM Network; and the CU Service Center Shared Branch Network, Premier America provides financial services to those who live, work, worship or attend school in the Ventura and Los Angeles counties of California, and Harris county in Texas. To learn more about Premier America, please visit [www.PremierAmerica.com](http://www.PremierAmerica.com).

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