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# MDT Elevates Carla Bettens to Vice President of Marketing and Communications

*CUSO taps company veteran to lead marketing and communications strategy*

**FARMINGTON HILLS, Mich., Nov. 18, 2021** – Member Driven Technologies (MDT), a CUSO that hosts the Episys® core processing system from Symitar® to provide a private cloud alternative for core processing and IT needs, today announced that Carla Bettens has been promoted to vice president of marketing and communications. In this role, she will manage all aspects of marketing as well as both internal and external communications, ultimately driving awareness of MDT as a leading technology provider for the credit union industry.

A financial services industry veteran, Bettens has been with MDT since 2013. During this time, she made significant positive impacts to MDT’s product evolution, strategic partnerships, the client community and overall company culture through serving in various roles including manager of client relations, manager of enterprise relations and senior manager of product management. Prior to joining MDT, she held several executive positions in the software services and core processing industry.

“MDT is empowering credit unions across the country with the technology, products and services they need to operate more efficiently and better serve their members and communities,” said Bettens. “I’m honored to be a part of such a dynamic, impactful organization and I look forward to my new role, where I’ll help streamline and enhance both marketing and communications internally, with clients and to relevant external audiences. MDT’s story is a strong one, and I am excited to help share it more broadly.”

As vice president of marketing and communications, Bettens will spearhead communication strategy, public relations efforts and marketing campaigns and initiatives. In addition, she will oversee the planning and execution of key events, including MDT’s annual CEO Forum and client conference, MDT Connect.

“For nearly a decade, Carla has been a highly valuable part of the MDT family; she’s always willing to go the extra mile for our clients and her peers,” explained Larry Nichols, president and CEO of MDT. “She enters this new role with deep expertise and a proven track record of success; in her time with us, she’s made positive impacts to our clients, partners and technology. We’re confident that she’ll take on this new role with passion and dedication, driving our communications and marketing strategy.”

**About Member Driven Technologies**

Member Driven Technologies (MDT) provides a private cloud alternative for core processing and IT needs. The CUSO hosts the Episys® core platform from Symitar®, as well as dozens of seamlessly integrated solutions and supporting services to help run the entire institution, such as digital banking, payments, lending, cybersecurity and imaging. Rounding out its comprehensive suite, MDT also offers business continuity, disaster recovery and regulatory solutions as well as consulting, data analytics, email hosting and hardware purchasing services. By partnering with MDT, credit unions across the country are boosting efficiencies, enhancing security and reducing costs while maintaining a high level of control.  Visit mdtmi.com or follow @memberdriven for more information.