

# South Bay Credit Union Names Paris Chevalier as President/CEO



Redondo Beach, CA – July 21, 2021 - The Board of Directors of South Bay Credit Union is pleased to announce the appointment of Paris Chevalier as the credit union's new President/Chief Executive Officer.

"Paris fits the model of South Bay CU, always looking at new ways to succeed in an ever-changing competitive landscape. Her vision for the future of not only South Bay CU, but also the credit union movement, fit with our strategic plan," said Chris Otey, Chairman of South Bay Credit Union's Board of Directors. "Paris comes to us having worked for some of the best leaders in the credit union industry. We thank them for preparing Paris for this task and look forward to having Paris continue pushing South Bay Credit Union forward."

Ms. Chevalier is a progressive senior-level credit union executive, with a record of continuous success in growing revenues and improving brand awareness. She is well-versed in strategic planning and organizational design, has proven her ability to implement process efficiencies, innovate and build highly successful teams. Chevalier most recently served as Chief Experience Officer at USE Credit Union in San Diego. A Credit Union Development Educator (CUDE), Chevalier is passionate about the "people helping people" ethos of credit unions and 100% committed to the credit union movement and our member-first philosophy.

"I am grateful for the opportunity to lead a credit union that is steeped in a culture of innovation. South Bay Credit Union's Board and leadership team have positioned this credit union for its next stage of growth, and I look forward to delivering on our vision of financially empowering the lives of those in the South Bay community," said Ms. Chevalier.

Paris holds a Master of Business Administration from the University of Phoenix. She is active in the credit union community and currently serves on the Executive Committee of CUNA's Marketing & Business Development Council, and on the Board of the Southern California/Nevada Council for CUES. She has served as a Board Officer of the Marketing Association of Credit Unions (MAC), and on the Planning Committee of Future Credit Union Leaders, and regularly participate in CUNA's annual Government Affairs Conference to advocate on Capitol Hill for credit unions and their members.

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

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