



**FOR IMMEDIATE RELEASE**

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**FOR MORE INFORMATION PLEASE CONTACT:**

Redwood Credit Union Public Relations Department

[\(707\) 576-5224](tel:(707)576-5224) / [PR@redwoodcu.org](mailto:PR@redwoodcu.org)

## **Redwood Credit Union Welcomes Tina Morse as New Market Data Analytics Manager**

***Market research and data to boost member experience***

**Napa, CA** – Redwood Credit Union (RCU) recently welcomed Tina Morse as its new market data analytics manager. In her new role, Morse will lead a team in developing predictive analytic models, market research, and campaign performance tracking and reporting to provide insight into business and market performance. That data will inform decision-making across the credit union, enabling departments to provide the services most needed by members.

Prior to joining RCU, Morse was with State Compensation Insurance Fund for seven years and at Fireman's Fund Insurance Company for ten years.

"We're excited to have Tina leading our market data analytics team," said Bryan Haas, vice president of product and service innovation. "The qualitative and quantitative market analysis performed by her team feeds into the success of the credit union, which in turn improves the member experience and our ability to contribute to our communities."

Morse has a Bachelor of Science degree in statistics from Sonoma State University and is a certified specialist in predictive modeling from the Casualty Actuarial Society.

A third-generation Napa native, Morse attended Napa High School and Napa Valley College before attending Sonoma State University. She works out of RCU's Napa administrative offices.

### **About Redwood Credit Union**

Founded in 1950, Redwood Credit Union is a full-service financial institution providing personal and business banking to consumers and businesses in the North Bay and San Francisco. RCU offers complete financial services including checking and savings accounts, auto and home loans, credit cards, online and mobile banking, business services, commercial and SBA lending, and more. Wealth management and investment services are available through CUSO Financial Services L.P., and insurance and auto-purchasing services are also offered through RCU Services Group (RCU's wholly owned subsidiary). RCU has more than \$6.8 billion in assets and serves more than 385,000 members with full-service branches from San Francisco to Ukiah. For more information, call 1 (800) 479-7928, visit [redwoodcu.org](http://redwoodcu.org), or follow RCU on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#) for news and updates.

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