**NEWS RELEASE**

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**FINAL – For Immediate Release**

## **Coastal Credit Union’s Jim Pack Earns 2022 C-Suite Award**

 **RALEIGH, N.C. (September 23, 2022) –** [Coastal Credit Union](https://www.coastal24.com/Why-Coastal/Inside-Coastal/Newsroom)’s Chief Member Operations Officer, Jim Pack has been named among the Triangle Business Journal’s [2022 C-Suite Awards](https://www.bizjournals.com/triangle/news/feature/ceo-of-the-year-and-c-suite-awards/2022) recipients.

Pack is being recognized for his contributions to the organization’s success over the past 12 months, as well as its growth over time. Coastal’s highlights under Pack’s leadership include:

* Dramatically increasing Coastal’s Net Promoter Relationship Score from 45 to more than 70
* Establishing a Process Improvement Team to evaluate and redesign inefficient business processes
* Leading a project to build metrics that provide increased insight into member relationships, improve decision making for front line staff, reduce risk and improve service levels
* Creating an Employee Hardship Assistance Program

Pack and the rest of the winners were recognized at an awards dinner on September 21. Triangle Business Journal also included a profile of Pack and other winners in a special section in its September 23 subscriber edition.

This is the 5th year in a row that Coastal has been recognized. Previous winners include CEO Chuck Purvis, Chief Financial & People Officer Tami Langton, and Chief Community Impact & Public Affairs Officer Creighton Blackwell.

**About Coastal**
Coastal Credit Union is a not-for-profit, member-owned, financial cooperative, offering a full range of financial products and services. Coastal was chartered on August 31, 1967 with the mission of fostering the credit union philosophy of “people helping people.”  Today, with $4.76 billion in assets, Coastal serves 316,000 members from 1,800 business partners and is among the leading financial institutions in North Carolina.  Coastal operates 23 branches in central North Carolina and serves members in allw 50 states through a network of 5,000 shared branches, 30,000 surcharge-free ATMs, mobile banking featuring mobile check deposit, and a robust offering of online services at [www.COASTAL24.com](http://www.coastal24.com/). For more Coastal news, visit our [online newsroom](https://www.coastal24.com/Why-Coastal/Inside-Coastal/Newsroom).

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