**For Immediate Release:** Thursday, June 16th

**Erin Coleman Joins Callahan & Associates as AVP/Professional Services**

**Industry Veteran Takes On New Role In Providing Strategic Consulting and Guidance to Credit Unions**

**WASHINGTON, DC –** Erin Coleman has joined Callahan & Associates as the credit union data and advisory services company’s Associate Vice President for Professional Services.

Coleman has almost 30 years of industry experience and will have a key role in expanding Callahan’s capacity for providing in-person and online organizational learning experiences that empower credit union executive teams and boards to focus on doing well and doing good.

Erin transitioned to Callahan from Filene Research Institute in Madison, WI, where she was Senior Director of Advisory Services and facilitated workshops, innovation programs, and strategy sessions for cooperatives across North America. She has been a regular speaker at regional and national credit union events.

Erin began her career as an IT manager for two credit unions in South Florida, then spent many years as a relationship manager for several prominent technology providers that serve credit unions. At Callahan, Erin will marry her deep knowledge of the industry with her facilitation experience and her love for empowering credit unions to move insights to action.

“I believe that our credit union movement has an unparalleled opportunity to leverage the trust we’ve earned to drive impact,” she said. “Joining Callahan is an excellent next step for me to share my passion for helping teams drive the mission of credit unions forward. “

Callahan & Associates CEO Jon Jeffreys said Coleman is a natural fit for her new role at the employee-owned, 37-year-old consulting and data analytics firm headquartered in downtown Washington, D.C.

“We’ve been rewarded with intense demand for our professional services over the past few years, well beyond our capacity to meet that need,” Jeffreys said. “We’ve long been looking for the right person to join our team, and Erin – with her deep experience, extensive contacts, superb collaborative presentation skills, and profound understanding of the credit union industry in all its complexities – is just that person.”

Callahan offers a wide range of data analytics, consulting services, and leadership team learning in collaboration with Harvard Business School Online through including “Disruptive Strategy” and Sustainable Business Strategy programs.

For more information about Callahan’s professional services offerings, please contact Coleman at ecoleman@callahan.com or 800.446.7453.

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**About Callahan & Associates**

*For more than 35 years, Callahan & Associates has helped credit union leaders identify strategic growth opportunities that increase member value. We create meaningful dialogue, connect people, provide counsel, and help organizations thrive through our competitive analytics, best-practice media, leadership consulting, and collaborative ventures. Our clients grow assets, members, shares, and loans faster than industry averages. Learn more at* [*www.callahan.com*](http://www.callahan.com)*.*