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BECU Welcomes Rick Eiel as Chief Data and Analytics Officer

Experienced financial services leader joins credit union's executive team today in new role

SEATTLE (January 30, 2023) — [BECU](https://www.becu.org), the country's fourth largest credit union, today announced it has welcomed Rick Eiel as executive vice president and its first chief data and analytics officer. In his new role, Eiel is responsible for developing and enabling enterprise data, analytic and insight capabilities that will inform and accelerate the credit union's business strategies, execution and performance.

"Rick's extensive background paired with his ability to use data and analytics to drive member and business outcomes made him the right choice to join our executive team to lead these crucial areas," said Beverly Anderson, BECU's president and chief executive officer. "At BECU, we strive to continue to find even more meaningful ways to better serve our members and expand our reach to more communities. We are confident Rick will help us deliver on our purpose and unlock new possibilities for BECU."

Eiel joins BECU with over 30 years of experience in the consumer financial service industry, including leadership roles at JPMorgan Chase and Wells Fargo. Most recently, he served as the head of Product and Analytics at Equifax, where he managed the direct-to-consumer digital platform, credit monitoring and identity protection products. He earned his Master of Business Administration, with concentrations in Information Systems and Economics, from New York University's Leonard N. Stern School of Business.

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About BECU

BECU is federally insured by NCUA. With more than 1.3 million members and \$30.2 billion in assets, BECU is the largest not-for-profit credit union in Washington and one of the top four financial cooperatives in the country. As a member-owned credit union, BECU is focused on helping increase the financial well-being of its members and communities through great rates, few fees, community partnerships and financial education. The credit union currently operates more than 50 locations in Washington and two financial centers in South Carolina. For more information, visit www.becu.org.