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# BCU ANNOUNCES ADDITIONS TO ITS SENIOR LEADERSHIP TEAM

CHICAGO - March 9, 2023

## Hiring of Bhavna Guglani

BCU is proud to announce the hiring of Bhavna Guglani as Chief Digital Officer. Prior to joining BCU, she was Senior Vice-President of Product at one of BCU's long-standing partners, SavvyMoney. Guglani leveraged her experience in the financial industry and exposure to BCU's business model to quickly add value to the Digital Delivery and Product teams. Bhavna was thoughtfully selected from a large pool of very worthy candidates. "What really stands out about Bhavna is her experience with product development, understanding of data, and unique perspective of the financial technology (fintech) ecosystem. Paired with her ability to home in on member insight and analytics, she's truly equipped to put our employee and member needs first and drive improvements forward," said David Blum, BCU Executive Vice-President of Relationships & Service Delivery.

## Promotion of Maggie Garcia, Keith Parris

Celebrating promotions in the organization are Maggie Garcia, BCU Senior Vice-President of Deposits and Contact Center Operations and Keith Parris, BCU Vice-President of Contact Centers. In her new role, Garcia will add BCU's contact centers to her current organization which includes Deposit and Payments Operations teams, Debit Card Portfolio Management, Member Development, and ATM fleet management functions. Garcia is a proven operational leader who has a strong history of driving product experience improvements and ensuring efficient, scalable, and compliant operations.



**Bhavna Guglani**  
Chief Digital Officer



**Maggie Garcia**  
Sr. VP, Deposits and  
Contact Center Operations



**Keith Parris**  
VP, Contact Centers

Parris' promotion is in recognition of his ability to enhance team engagement, reduce turnover, drive down costs, and reduce handoffs. These achievements helped BCU's contact center become a nationally recognized, award-winning service organization. In his new role, Parris will oversee the Credit Union's US and Puerto Rico contact centers. This outstanding team of over 140 service-focused individuals drives the maturity and efficiency of the business and optimizes the service delivered by member service representatives through 1.3 million annual member interactions.

**About BCU:** BCU is a not-for-profit, member-owned Credit Union that is fiercely dedicated to Empowering People to Discover Financial Freedom. At just under \$6B in assets, BCU is driven by its commitment to providing a fast, easy, secure banking experience and extraordinary service for close to 350,000 members. The BCU [field of membership](#) includes employees and families of large employers that are focused on the financial well-being of their workforce; those who live or work in northern Illinois, southern Wisconsin, and the island of Puerto Rico; and subscribers of BCU's wholly-owned Credit Union Service Organization (CUSO), Life. Money. You.® within communities and Fortune 100 workplaces throughout the United States and Puerto Rico. All BCU members enjoy lifetime access to financial services and well-being programming that inspire confidence through the brand promise "Here Today For Your Tomorrow."

**To learn more about how we can help you realize your financial dreams, visit [BCU.org](https://bcu.org).**

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