**NEWS RELEASE**

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**Final – For Immediate Release**

**Coastal Credit Union Names Vice Presidents for Consumer Lending and Business Applications**

**RALEIGH, N.C. (April 13, 2023) –** Coastal Credit Union announced today two new Vice Presidents, in Consumer Lending and Business Applications.

Christopher Laroche, a financial services veteran with more than 30 years of experience, has been hired as Vice President of Consumer Lending.

Laroche has held executive positions with Atlantic Union Bank, SunTrust, and J.P. Morgan Chase. During his career, he has managed retail loan and credit card businesses across consumer and small business segments, driving financial institution growth by launching best-in-class products and leveraging 3rd party FinTech programs.

Shanna Flynn, who has been with Coastal Credit Union for more than 13 years, has been promoted to the position of Vice President, Core & Business Application.

She most recently was Manager, Business Applications, managing the day-to-day operation of critical systems. In her new role, she will be focusing on developing Coastal’s long-term application strategy in collaboration with business partners, including systems automation, and spend alignment.

**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 $4.54 billion in assets, Coastal serves 326,000 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 all 50 states through a network of 5,500 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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