



**FOR IMMEDIATE RELEASE**

April 4, 2023

**FOR MORE INFORMATION PLEASE CONTACT:**

Redwood Credit Union Public Relations Department

[\(707\) 576-5224](tel:7075765224) / [PR@redwoodcu.org](mailto:PR@redwoodcu.org)

## **Mishel Kaufman Promoted to Chief Administrative and Risk Officer**

**Santa Rosa, CA** – Mishel Kaufman has been promoted to chief administrative and risk officer for Redwood Credit Union. In her new role, Kaufman is responsible for offering strategic direction and oversight of enterprise risk management, including internal audit, compliance, and enterprise fraud and security, as well as marketing, communications and public relations, market data analytics, and community and government relations.

Kaufman joined RCU in 2007 as vice president of internal controls. In her 16 years with the credit union, her roles have also included senior vice president of risk management and now chief administrative and risk officer.

Kaufman's promotion comes at an important time for RCU. Executive Vice President and Chief Administrative Officer, Cynthia Negri, will be retiring from the credit union after 26 years of dedicated service.

“Mishel has been an instrumental part of our success,” said Brett Martinez, President & CEO for RCU. “Elevating her to this new role was easily the best decision for our organization following Cynthia’s departure. We are more than confident in her ability to provide safety and stability, promote further growth, and foster a culture of excellence and service for our members.”

Kaufman has a Bachelor of Arts degree in political science and administrative studies from the University of California, Riverside, and a Master of Business Administration degree from Claremont Graduate University.

### **About Redwood Credit Union**

Founded in 1950, Redwood Credit Union is a full-service financial institution providing personal and business banking to consumers and businesses in the North Bay and San Francisco. With a mission to passionately serve the best interests of its Members, team members, and communities, RCU delivers many ways for its Members to save and build money through checking and savings accounts, auto and home loans, credit cards, digital banking, business services, commercial and SBA lending, and more. Wealth management and investment services are available through CUSO Financial Services L.P., and [insurance](#) and [auto-purchasing](#) services are also offered through RCU Services Group (RCU’s wholly owned subsidiary). RCU has more than \$7 billion in assets and serves more than 430,000 members with full-service branches from San Francisco to Ukiah. For more information, call 1 (800) 479-7928, visit [redwoodcu.org](http://redwoodcu.org), or follow RCU on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#) for news and updates.

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