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**Orange County’s Credit Union Welcomes Barb Krol as Chief Associate Experience Officer**

*Seasoned human resources leader brings a track record of driving growth and development for community organizations in Southern California*

**SANTA ANA, Calif. – June 13, 2023 –** [Orange County’s Credit Union](http://www.orangecountyscu.org), a Santa Ana-based financial services provider with more than 120,000 Members, is pleased to announce the appointment of human resources expert Barb Krol as Chief Associate Experience Officer. In this role, Krol will lead the human resources department, as well as the learning and development teams, to position the Credit Union for meaningful growth by creating career paths and professional development for all Associates.

“We’re thrilled to welcome Barb, an accomplished human resources leader to our growing team,” said Interim CEO Lucy Ito. “Barb will be a key driver in advancing our internal initiatives that align our programs with our culture, vision and values. I am confident she will have a significant impact on our team and Members as we continue our efforts to attract, retain and develop top talent.”

With 25 years of experience in human resources, organizational development, and team building under her belt, Krol has made it her passion to build visionary and mission-driven teams and has committed to helping others to succeed. Krol previously held the position of Chief Human Resources Officer at California Coast Credit Union, where she was a finalist for the San Diego Businesswoman of the Year in 2021. Additionally, she guided the HR department to earn the 2022 Human Resources Team of the Year at the San Diego Human Resources Forum. Her responsibilities have ranged from strategic planning and implementation to talent acquisition and retention, benefits administration, career development, and performance management, among many other people-based functions.

For more information on Orange County’s Credit Union, visit: [www.orangecountyscu.org](http://www.orangecountyscu.org).

**ABOUT ORANGE COUNTY’S CREDIT UNION**

Orange County’s Credit Union is a Santa Ana-based financial services provider established in 1938 with more than 120,000 Members and over $2 billion in assets. As a not-for-profit financial services provider, Orange County’s Credit Union is owned by Members, not shareholders, which means its profits are returned to Members in the form of fewer fees, lower loan rates, and enhanced products and services. Orange County’s Credit Union offers services including checking and savings, mobile banking, and retirement accounts, as well as auto, small business, and home loans with mortgage offerings including Zero Down and 3% Down options. Ranked in the top three percent of credit unions nationwide based on assets, Orange County’s Credit Union offers Membership to anyone who lives or works in Orange, Los Angeles, Riverside, and San Bernardino Counties. For more information, visit Orange County’s Credit Union’s website at www.orangecountyscu.org, or call (888) 354-6228.

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