

MassMutual Federal Credit Union Selects Lisa Asadourian as President/CEO



Springfield, MA, October 24, 2023. The Board of Directors of MassMutual Federal Credit Union is pleased to announce the selection of Lisa Asadourian as the credit union's next President/Chief Executive Officer. Ms. Asadourian will succeed Dave Plantier who has retired from MassMutual Federal Credit Union after 38 years of dedicated service.

"After a thorough search process considering highly qualified candidates from across the country, the Board is thrilled to have selected Lisa as our next President/CEO," said Kerry Hurley, Chairman, MassMutual FCU. "Among our talented pool of candidates, Lisa's enthusiasm for our purpose, our members, and for growing our team set her apart. We are confident about the future at MassMutual FCU with Lisa as our President/CEO."

"I am truly excited and grateful for the opportunity to lead MassMutual Federal Credit Union as its next President and CEO," said Asadourian. "I want to thank the Board for their confidence and trust in me, and I am looking forward to working with the team and serving our members."

Asadourian has over 20 years of experience serving the credit union industry. Twenty of those years were dedicated to Nutmeg Federal Credit Union where oversaw marketing, brand management, human resources, recruitment, talent development, training, business development, community outreach, and strategic partnerships. She worked in various roles from Director of Marketing to Vice President of Marketing and served as the credit union's Senior Vice President/ Chief Engagement Officer until her departure in 2020.

In her current role, Asadourian served as the COO of New Reach, Inc. She is also the founder and serves as an Officer of New Reach Lending Company in New Haven, Connecticut which delivers financial stability to low-income, underserved/underbanked people, lacking access to financing by founding a Community Development Financial Institution (CDFI) Loan Fund.

Asadourian holds a bachelor's degree from the University of Connecticut, and a master's degree from Post University, in Waterbury Connecticut. Asadourian currently serves as a board member of the Connecticut River Valley Chamber of Commerce.

The search was completed in partnership with Humanidei. Humanidei brings decades of credit union system experience to the recruiting process, ensuring executive placements that will carry organizations forward in fulfillment of their mission. www.humanidei.com.

About MassMutual Credit Union

MassMutual Federal Credit Union (MMFCU) is a well-established financial partner to the employee advisors, retirees, and families of Massachusetts Mutual Life Insurance Company (MassMutual) and its affiliated companies. With a proud history spanning over six decades, MMFCU is dedicated to providing outstanding financial services, exceptional member experiences, and fostering financial wellness for our members. Enjoying a close partnership with our parent company, the credit union employs 30 people who advance our mission, while MassMutual oversees our Human Resources, Information Technology, and facilities functions.

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