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**BECU Welcomes Jason Rudman as Chief Member and Digital Experience Officer**

*Washington-based credit union adds accomplished financial services leader to growing executive team*

SEATTLE (Nov. 6, 2023) — [BECU](#), the country’s fourth-largest credit union, today announced it has appointed Jason Rudman as executive vice president and chief member and digital experience officer. In his role, Rudman will oversee BECU’s member journey across all channels, including its Neighborhood Financial Centers, Contact Centers, ATMs and digital, working to deliver a cohesive experience across all member touchpoints. He will also lead Marketing and Communications.

“Jason brings deep insight and leadership to BECU that will help us increase our members’ financial well-being and ensure we’re meeting their needs and expectations,” said Beverly Anderson, BECU’s president and chief executive officer. “His blend of strategic thought leadership, tactical execution skills, and results-oriented approach will serve our members well as they navigate their unique financial journeys from access, to health, to prosperity, to freedom.”

Rudman joins BECU with more than 20 years of financial services experience, including senior roles at USAA, KeyBank and American Express. Most recently, he served as chief customer officer at Finance of America, where he led the strategy and teams focused on digital experience, marketing, brand, product development, and strategic transformation. He earned his Bachelor of Arts degree from Middlesex University of London and a Master of Business Administration degree from Baylor University.

Beyond the office, Rudman is passionate about giving back to his community. He currently serves as a member of the board of directors of NeighborShare, an organization that partners with local nonprofits to identify pivotal needs that would otherwise go unmet. Rudman also co-founded the Alvin O. McCray and Jason M. Rudman Community College Scholarship in partnership with Point Foundation, the nation’s largest LGBTQ scholarship-granting nonprofit that helps provide deserving college-bound students access to higher education.

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About BECU

BECU is federally insured by NCUA and an Equal Housing Opportunity Lender (Boeing Employees’ Credit Union NMLS ID 490518). With nearly 1.4 million members and \$28.8 billion in assets, BECU is the largest not-for-profit credit union in Washington and one of the top four financial cooperatives in the country. As a member-owned credit union, BECU is focused on helping increase the financial well-being of its members and communities through great rates, few fees, community partnerships and financial education. The credit union currently operates 60 financial centers, including two in South Carolina. For more information, visit [www.becu.org](http://www.becu.org).