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| A black background with white text  Description automatically generated with low confidence | For Immediate Release: November 8, 2023  Contact: Nancy Loftis, VP of Marketing & PR  [nloftis@adviacu.org](mailto:nloftis@adviacu.org)  844-238-4228, ext. 1442 |

**Advia Credit Union Welcomes Bill Clancy as VP of Consumer Lending; Celebrates Other New Hire and Several Internal Promotions**

Advia Credit Union is honored to welcome Bill Clancy as its new Vice President of Consumer Lending. Additionally, the credit union is pleased to announce other exciting new hires as well as various internal promotions, reflecting its commitment to fostering growth and recognizing achievements.

**Bill Clancy**

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Bill Clancy brings with him a wealth of experience and expertise, having spent 24 years in the banking and consumer lending industry, making him a remarkable addition to the Advia team. Clancy's distinguished career includes a Bachelor's degree in Finance and Economics from the University of Notre Dame, an MBA from Grand Valley State University, and notable leadership in retail banking for nearly two decades. Clancy is a recipient of the "Trailblazer Under 40" Award from Credit Union Times and a nomination as a "CUES Next Top Credit Union Executive."

Clancy's dedication to community service is also worth noting, as he has been actively involved with organizations like Junior Achievement of West Michigan and Habitat for Humanity.

Advia is confident Clancy’s experiences and background will make him an exceptional addition to the team as its new VP of Consumer Lending. With his extensive knowledge and expertise in the financial industry, Clancy is well-equipped to lead Advia's consumer lending department. He will play a pivotal role in overseeing and enhancing the department's operations, focusing on developing people, projects, and technology to deliver a world-class experience for Advia's valued members.

**Matt Baker**

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Also new to Advia is Matt Baker, who takes on the position of Branch Service Manager in Plainwell, MI. Baker brings seven years of banking experience, mostly in leadership roles, and is actively involved in the Michigan Credit Union League’s Greater Southwest Chapter. In his new position with Advia, he will lead the operational efforts of the Plainwell Branch, providing a full range of services to members and prospective members. Baker is also responsible for training, growth, directing, and supervising the team.

**Ashley Neubauer**

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Advia is thrilled to announce Ashley Neubauer’s promotion to Area Sales Manager in its Illinois region. With a growth-focused vision and strong background as a Financial Solutions Specialist, Neubauer is well-prepared to lead the team and expand Advia's presence in Illinois. During her tenure as a Financial Solutions Specialist from 2020 to 2023, Neubauer demonstrated a profound commitment to Advia's mission and values. In her new role, she will spearhead brand awareness, membership growth, strategic partnerships, and team success.

L**exi Lower**

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Advia is very proud to announce the well-deserved internal promotion of Lexi Lower to the position of Assistant Branch Service Manager at the Capital Avenue Branch in Battle Creek, MI. Lower brings a wealth of experience and dedication to her new role, having advanced through various positions within the organization. Lower’s journey within Advia includes serving as a Collections Representative, Financial Solutions Specialist, and Teller. Her diverse background and commitment to excellence have prepared her to take on the role of Assistant Branch Service Manager. In her new position, Lower will work collaboratively with the Branch Service Manager and the exceptional service team of the Battle Creek Region.

**Melissa Pera**



Advia is delighted to announce the promotion of Melissa Pera to the position of Member Contact Center Service Assistant Manager. With over 16 years of extensive experience in customer service, predominantly within contact centers, Pera is well prepared to take on this new role. Pera’s journey at Advia has been marked by dedication and a commitment to excellence, having previously served as a Member Outbound Specialist. Her extensive career has encompassed various facets of customer service, including working with mortgages, servicing escalations, and inbound loan origination, further enhancing her readiness for this new role. In her capacity as Member Contact Center Service Assistant Manager, Pera will play a pivotal role in providing support to her team and peers, ensuring they feel both supported and confident.

**About Advia Credit Union**

Advia Credit Union’s mission is to provide financial advantages to its members. With nearly $3 billion in assets, Advia seeks to provide quick and easy access to money and time-saving financial tools to over 200,000 members in Michigan, Wisconsin, and Illinois. Advia’s team of over 500 professionals delivers excellent service and innovative products at 28 locations and via digital and mobile platforms. Advia is guided by its core values: driving progress, acting with integrity, building and strengthening relationships, and keeping people at the core. Visit [adviacu.org](https://www.adviacu.org/) to learn more about how Advia provides Real Advantages for Real People.™