

## **Humanidei Expands Recruiting Team With Industry Professionals Jaime Marks and Sonya Watkins**

**Ontario, CA – December 15, 2023** – Humanidei, a people operations firm founded to help credit unions build more inclusive cultures, is excited to announce they are expanding their recruitment team with the addition of Jaime Marks and Sonya Watkins. Marks and Watkins will join Carl Clark in directing the firm’s recruitment services.

Humanidei’s mission of building a more inclusive credit union system is supported by employing equitable and inclusive recruiting practices that ensure credit unions have access to the most diverse and qualified candidate pools possible. Marks and Watkins.



“Our recruitment efforts are a critical way we help credit unions succeed, drawing in professional, executive, and even volunteer talent to our clients,” said Jill Nowacki, President/CEO of Humanidei. “Jaime and Sonya’s rich experience working in the credit union system will help them understand the type of talent that advances credit unions. Their commitment to credit union purpose and philosophy make them a great fit for our team, as we use that passion to set the credit union system apart from other financial institutions.”

As a seasoned credit union executive, Marks brings over two decades of financial institution experience. She honed her skills in the heart of the credit union movement, gaining experience in various leadership roles within retail branch networks, operations, commercial and consumer lending, strategy, and people operations. Prior to joining Humanidei, Marks served as the Plastics, Card & Payments Manager at California Coast Credit Union.

“The credit union industry motto of People Helping People is one that should be lived within our credit union walls just as much as it is externally with our valued members,” said Marks. “Because the member experience rarely exceeds the team-member experience, I am thrilled to be working with Jill and the amazing team at Humanidei to continue the mission of building more inclusive workplaces.”

## For Immediate Release

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Watkins brings 28 years of experience working in retail banking and focusing on the delivery of exceptional member service at Alaska USA (now Global) Federal Credit Union. Watkins championed greater synergies within departments and additional training and development to enhance member service delivery.

She also offered members Financial Literacy services to improve their financial well-being. As Vice President of Branch Administration, Alaska Region, Watkins was responsible for branch operations, market trends, product development, banking strategies, service delivery, coaching, and development.

“I am beyond excited for the opportunity to join the Humanidei team! The name “Humanidei” speaks volumes and represents authentic professionals who passionately invest in people while intentionally creating a more diverse environment within credit unions,” said Watkins. “What a way to continue making meaningful contributions to the credit union movement!”

Both recruiters are now accepting new clients for executive and professional recruitment engagements. Jaime Marks can be reached at [jaime@humanidei.com](mailto:jaime@humanidei.com). Sonya Watkins can be reached at [sonya@humanidei.com](mailto:sonya@humanidei.com).

### **About Humanidei**

Humanidei was founded in 2019 to help credit unions become more inclusive workplaces. We are passionate about credit unions and the people who lead them. We believe the key to credit union relevance lies in the people, so we partner with credit unions to help them build inclusive workplaces that attract, develop, and retain today’s top talent. We are proud of the work we do with credit union clients across the country, knowing that each day we have the opportunity to make a difference in the lives of the people who lead credit unions and the members they serve.

As we thoughtfully build our team, we are committed to adding professionals who are passionate about people and credit unions; who understand that credit unions will only effectively fulfill their mission when their leadership understands and reflects the communities they serve; and who can help our team expand our own awareness and representation in our credit union community.

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