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iQ Credit Union Announcement Retirement of CLO Gayle Rust Gustafson

Vancouver, Wash. – iQ Credit Union, based out of Vancouver, Wash., announced that Gayle Rust Gustafson, chief lending officer at iQ Credit Union, has retired after a 42-year career in the financial services industry.

Gustafson has served in leadership roles at five credit unions in three states during her career, joining iQ in 2017 where she modernized loan strategies and operations. She has been responsible for business and construction lending, mortgage and consumer lending, compliance, business banking, underwriting, and loan operations at iQ.

During her time at iQ, Gustafson spearheaded major programs and projects that provided significant benefits to members including credit card conversions and the creation of a Signature rewards program. She also helped to improve business checking accounts to better serve member needs and improved the online experience for mortgage members. She also led the Paycheck Protection Program loans to small businesses, ensuring the local business community received the support they needed during the pandemic.

Gustafson's impact on the credit union industry is hard to overstate. Her joyful spirit and years of dedication to the credit union movement have made an impact nationwide. She has been highly engaged in advocacy work at the local, state levels, and national levels.

She was involved in many industry councils and professional organizations throughout her career, including a charter member of the CUNA HR/Organizational Development Council Executive Committee, elected Chair of the Council Forum, the CUNA Lending Council Executive Committee, the NW Credit Union Association Regulatory Advisory Committee, the CUNA Examination & Supervision Committee, and the Transunion Advisory Board.

Gustafson is planning a move to Texas to be near her children and grandchild.

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About iQ Credit Union

iQ Credit Union is a full-service financial institution serving the Pacific Northwest since 1940. With more than 100,000 members in Washington and Oregon, the credit union is known for its deep commitment to financial education and community engagement — and for its signature red and black buffalo plaid colors. iQ helps WAnderers and explORers reach their financial goals by offering honest and friendly advice at any of its 16 branches. More information is available at iQCU.com.

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