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\*\*\*For Immediate Release\*\*\*

Headline: TruChoice FCU expands leadership team with new promotions

SOUTH PORTLAND, ME, July 19, 2024 – Four TruChoice employees were recently promoted within its leadership team. Ryan Adams is now Executive Vice President and Chief Financial Officer. Jessica Holland has been promoted to Vice President of Member Experience, Kaj Johanson to Vice President of Lending, and Lisa Rowley to Vice President of Planning & Project Management. The group’s proven leadership, specialized expertise, and combined 77 years with the credit union have contributed to the organization’s strategic growth, engaged and positive culture, and ability to deliver meaningful products and services.

In announcing the promotions, CEO Ken Acker said, “I am genuinely honored to work with such a strong leadership team. These promotions will ensure that our commitment to our communities, team, and members will continue well into the future. I am so excited to see TruChoice’s growth in the years to come.”

Ryan Adams joined TruChoice as the Finance Manager in 2018. He served as Vice President of Finance for the last 3 years, helping the credit union grow their asset size to $230 million, while ensuring TruChoice’s guiding values were the primary driver in decision-making. In his new role as Executive Vice President and CFO, Adams will direct the ongoing financial strength of the credit union.

Jessica Holland has been with TruChoice for 20 years. For the last 8 years, she’s been Assistant Vice President of multiple areas, including Payments & Omni Experience, strategically building the department while advocating for TruChoice’s members. As Vice President of Member Experience, Holland will ensure members have the personal service and the technology they need to reach their financial goals.

Kaj Johansen joined TruChoice as Loan Operations Manager in 2012 and has served as Assistant Vice President of lending for 8 years. Johansen helped build compassion into the organization’s lending philosophy. As Vice President of Lending, Johansen’s commitment to process improvement, and to the credit union’s mission, will allow its lending arm to grow in a responsible and caring manner.

Lisa Rowley has been with TruChoice for 31 years, holding several leadership positions, including Director of Project Management and Business Intelligence for the last 6 years, developing a robust business intelligence department, and implementing new technologies. As Vice President of Planning & Project Management, Rowley will be instrumental in helping to build a future ready organization.

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About **TruChoice Federal Credit Union**: Based out of Portland, Maine, TruChoice helps relieve members’ financial stress while giving back to the community. From its roots as a credit union serving local hospitals to its work in the community today, TruChoice values finding creative ways to ensure the well-being of all Mainers. Serving multiple counties across Southern and Central Maine, TruChoice has over 12,000 members and a mission to ‘earn and nurture long-term relationships through the caring, respectful, and responsible manner in which they deliver essential financial services.’

For more information about TruChoice Federal Credit Union, please visit [www.trufcu.com](http://www.trufcu.com) or contact Trufcu@trufcu.com.