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EXECUTIVE DIRECTOR OF LIFE. MONEY. YOU.® AMONG 2024 CU TIMES LUMINARIES FINALISTS

CHICAGO – September 9, 2024 – BCU is proud to announce Bjorn Larson, Executive Director of Life. Money. You.®, LLC (LMY) Credit Union Service Organization (CUSO) owned by BCU, has joined the Credit Union Times LUMINARIES Class of 2024 Finalists in the Third-Party/Fintech/Trade Associations/CUSOs - Executive Leadership individual categories, respectively.

With over 15 years of experience in the financial services industry as a Certified Financial Coach and Accredited Financial Counselor, Bjorn has dedicated a remarkable amount of time and talent to growing his knowledge and network of financial well-being advocates, helping people make better money moves with one-on-one guidance, and improving equal access to tools and resources for all financial backgrounds. From partnering with the Minnesota Wild for radio ads to launching the Life. Money. You., LLC Podcast in 2023, Bjorn has been trailblazing new ways of engaging audiences with the objective to educate listeners from many different financial backgrounds.

“Bjorn is a luminary in the credit union system for his leadership on financial well-being for all – the true mission of credit unions. His positivity, drive, and transparency bring optimism and authenticity to everything he tackles. He has brilliantly succeeded in building and connecting a vibrant and expansive network of other credit union professionals to bring national scale and impact to BCU and the credit union movement’s work,” said Gigi Hyland, Executive Director, National Credit Union Foundation (NCUF).

“[Bjorn’s] positivity, drive, and transparency bring optimism and authenticity to everything he tackles.”

– Gigi Hyland, Exec. Dir., NCUF

The CU Times LUMINARIES Awards aim to shine a spotlight on individuals and organizations that are changing the financial services industry by taking the most creative and bold steps to push their members’ best interests forward and making an impact where it matters most.

About BCU: BCU is a not-for-profit, member-owned Credit Union that is fiercely dedicated to Empowering People To Discover Financial Freedom. At just over \$6B in assets, BCU is driven by its commitment to providing a fast, easy, secure banking experience and extraordinary service for over 350,000 members. The BCU [field of membership](#) includes employees and families of large employers that are focused on the financial well-being of their workforce; those who live or work in northern Illinois, southern Wisconsin, and the island of Puerto Rico; and subscribers of BCU’s wholly-owned Credit Union Service Organization (CUSO), Life. Money. You.® within communities and Fortune 100 workplaces throughout the United States and Puerto Rico. All BCU members enjoy lifetime access to financial services and well-being programming that inspire confidence through the brand promise “Here Today For Your Tomorrow.”

To learn more about how we can help you realize your financial dreams, visit [BCU.org](http://bcu.org).

Members of the media can obtain more information by visiting [BCU.org/About-Us/Media-Relations](http://bcu.org/About-Us/Media-Relations).

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