**Bay Federal Credit Union Selects Mark Ely as**

**Senior Vice President & Chief Marketing** **Officer (CMO)**

**Capitola, CA, February 24, 2025**. Bay Federal Credit Union proudly announces Mark Ely as its new Senior Vice President and Chief Marketing Officer (SVP & CMO). Ely will drive the credit union’s marketing evolution, focusing on elevating brand recognition and deepening community engagement to advance our mission of growing and thriving, one smile at a time. He will champion a forward-thinking marketing approach that reflects Bay Federal’s commitment to innovation, community, and service.

“We are thrilled to welcome Mark Ely as our new Senior Vice President & Chief Marketing Officer, a leader whose expertise and vision align perfectly with our commitment to innovation, growth, and service,” said Cameron Haste, EVP & Chief Operating Officer of Bay Federal Credit Union. “Mark’s strategic approach to data-driven marketing and deep understanding of community engagement will play a vital role in expanding our reach and enhancing our ability to serve our members. We look forward to his impact in advancing Bay Federal’s mission and strengthening the financial well-being of the communities we serve."

Mark Ely brings over 18 years of credit union and financial services marketing leadership to his new role as Senior Vice President and Chief Marketing Officer at Bay Federal Credit Union. In his most recent position as Vice President, Digital Engagement & Research at Members 1st Federal Credit Union, he spearheaded innovative digital strategies and growth initiatives that significantly enhanced member engagement and streamlined marketing operations. Ely’s proven expertise in strategic planning, digital transformation, and cross-functional leadership positions him to elevate Bay Federal’s brand and expand its community impact.

"I am honored to join Bay Federal Credit Union, an organization deeply rooted in community, collaboration, and member service. Bay Federal has a long-standing reputation for innovation and excellence, and I am excited to lead marketing initiatives that further our mission of empowering members and fostering financial success. By leveraging data-driven insights, creative storytelling, and digital engagement, we will continue to expand our impact and deliver exceptional value to our members. I look forward to working alongside a dedicated team that shares a passion for growth, innovation, and making a meaningful difference in the lives of those we serve."

The search was completed in partnership with Humanidei. Humanidei brings decades of credit union system experience to the recruiting process, ensuring executive placements that will carry organizations forward in fulfillment of their mission and strategic visions. [www.humanidei.com](http://www.humanidei.com).

**About Bay Federal Credit Union**

Founded in 1957 as a teacher’s credit union, Bay Federal has grown into the largest locally owned financial institution in Santa Cruz, Monterey, and San Benito counties, serving over 90,000 members with $1.6 billion in assets. Headquartered in Capitola, California, Bay Federal is committed to empowering its community through personalized financial services, innovative solutions, and active engagement. Recognized for its community-centered approach and financial excellence, Bay Federal continues to be a trusted partner for its members. Visit bayfed.org for more information.

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