FOR IMMEDIATE RELEASE
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LAFCU names Earvin Pugh to newly created chief experience officer position

New executive role reinforces credit union's commitment to exceptional member and staff experiences

LANSING, Mich. — LAFCU is putting an even greater emphasis on the experiences of its members and team members with the creation of a new executive leadership position dedicated to strengthening both.

Earvin Pugh, a financial services leader with more than 26 years of experience, has joined LAFCU as its first chief experience officer. The new position reflects the Michigan credit union's commitment to making every interaction meaningful, improving service and fostering a workplace where team members feel valued, supported and empowered to serve members.


Earvin Pugh

"Putting people first has been at the heart of LAFCU since our founding 90 years ago," said Patrick Spyke, LAFCU CEO. "Creating this position is another way we're investing in that commitment. We want every member to feel valued and supported, and we know that starts with the people who serve them. Earvin brings the leadership experience and perspective to help us build on what's working, identify opportunities to do even better and make a positive difference for our members and team members."

In his new role, Pugh will lead efforts to strengthen member and team member satisfaction, using feedback and performance measurements to identify opportunities for improvement. He will

collaborate across the organization on initiatives involving service delivery, operational improvements, employee development and new products to ensure LAFCU continues to meet the needs of the people it serves.

Pugh brings extensive experience in financial services operations, strategic planning, team leadership and organizational improvement. Most recently, he served as vice president of commercial loan operations, syndications and servicing at Comerica Bank, leading a large team and overseeing a complex portfolio while advancing strategic initiatives designed to improve operational effectiveness and service delivery. Also with Comerica, Pugh previously served as regional operations manager, directing operations for 22 banking centers across southwestern Detroit and the surrounding suburbs.

“Helping people navigate life's challenges is my passion,” Pugh said. “I like to say, ‘Life be lifen for everybody.’ Whether it's an unexpected expense, a major life change or an opportunity to build a better future, everyone faces moments when they need someone in their corner. I want to make sure LAFCU is that trusted partner for our members, while giving our team members the support they need to make a real difference in people's lives.”

His background also includes serving as an implementations analyst for Member Driven Technologies, a credit union service organization that provides technology solutions to credit unions, and as a senior branch manager at a Michigan-based credit union.

A resident of Brownstown, Michigan, Pugh holds a Bachelor of Arts in finance from Michigan State University.

About LAFCU

Founded in 1936, LAFCU (pronounced Laugh-Q) is a not-for-profit, member-owned credit union open to all who live, work, worship or attend school in Michigan, and to Michigan businesses. LAFCU serves nearly 73,000 members and holds more than $1 billion in assets. With a particular focus on serving people of modest means, LAFCU is committed to enhancing its members' financial well-being and creating long-lasting positive change across generations. A recipient of the prestigious Dora Maxwell Social Responsibility Community Service Award, LAFCU is known for its people-helping-people mission and award-winning financial literacy programs for all ages. Named one of the nation's Best Credit Unions to Work For four times, LAFCU has also earned multiple honors as a Best Place to Work for Women and an Inclusive Workplace, along with global recognition for its diversity, equity and inclusion initiatives. Learn more at www.lafcu.com.

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