

## MEDIA RELEASE

### PenFinancial Credit Union welcomes Theresa Bird as new Chief Executive Officer



**August 3, 2022** – PenFinancial Credit Union is pleased to announce Theresa Bird as the credit union’s new Chief Executive Officer, effective September 12, 2022.

“Theresa was selected following an extensive nationwide search process,” said Reg Sonnenberg Chair of the PenFinancial Board of Directors. “Theresa comes to the position with a track record of accomplishment and experience in both large and small companies in the

financial services sector. Having had the opportunity to personally work with Theresa, she has demonstrated that she is a compassionate, enterprising and inspiring leader that will be the perfect fit for our organization, its members and staff as we continue to evolve the credit union.”

Theresa’s experience crosses a broad range of disciplines, including people development and membership, front-line member banking, operations, technology, credit and risk management, project management and strategic business planning.

Joining PenFinancial as Chief Retail Officer in January 2021, then becoming its Chief Operating Officer, Theresa comes to the role with nearly 40 years of experience in the financial services sector – experience that has shaped her belief that financial service to members and the community can and should be a rewarding and valuable experience, for staff and members alike.

Since joining PenFinancial, Theresa was vital in leading the delivery team to their strongest year in the credit union’s history, delivering \$4.3 million in net profit and achieving some of the highest customer and employee engagement indicators ever recorded.

Motivated by and for people, Theresa believes strongly in placing people and their experiences at the centre of financial service. She approaches it with a mindset of “think big and embrace small” – always strive for improvements and “better ways”, but always value and preserve the critical importance of supportive relationships, personal and professional. It’s those relationships that make financial service at a credit union so special.

“I truly believe people should be at the heart of everything we do in financial service. I take pride in the recognition I’ve received throughout my career as a talent developer. From my experience, when you put people first, everything works,” Theresa says.

Prior to joining the PenFinancial team, Theresa worked with TD Canada Trust (formerly Canada Trust) for 30 years before joining TD Bank Group in 2013-2015 as AVP, Business Operation and Strategic Planning. She served for three years as Vice President, Business Solutions and Operational Excellence for Laurentian Bank Financial Group and served for two years as a director for TD Pacific Mortgage Corporation. She holds a degree in Sociology and Psychology from the University of Toronto at Mississauga – Erindale College.

Theresa will succeed outgoing CEO Ken Janzen, who will officially retire September 30. The Board wishes to extend their sincere and heartfelt thanks to Ken for his service to the organization, the community, and people of PenFinancial.

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### **About PenFinancial Credit Union**

PenFinancial Credit Union is a truly local values-based credit union committed to improving the lives its nearly 20,000 members and businesses. PenFinancial delivers a full range of financial services digitally and through a network of six branches across Niagara and Haldimand. Through their Truly Local Commitment, the credit union is a proud Certified B Corporation and Living Wage employer who invests a portion of their pre-tax profits into the communities it serves. PenFinancial is also proud to choose 100% renewable energy with Bullfrog Power as part of their commitment to environmental sustainability. For more information visit [penfinancial.com](http://penfinancial.com).

### **Media contact**

Kerry Ould  
Chief Marketing Officer  
PenFinancial Credit Union  
Kerry.ould@penfinancial.com  
905-580-9502