

## **Coastal Community Credit Union Welcomes Kent Jesse as Chief Risk Officer**

Vancouver Island, BC, Canada – November 23, 2022: Coastal Community Credit Union is pleased to welcome a new member to their Executive Team. Kent Jesse recently took up his new role as Chief Risk Officer for the organization. Jesse comes to Coastal Community from Innovation Credit Union, where he was Chief Risk Officer responsible for leading the enterprise-wide risk management framework, compliance and legal areas.

The Chief Risk Officer position is a new one for Coastal Community. “As our organization continues to grow and evolve to better serve our members and clients, we face increasingly complex issues,” said Adrian Legin, President & CEO for Coastal Community. “I’m really pleased to welcome Kent onboard. His expertise will help us manage risks to our organization as we operate in a challenging and ever-changing environment, to ensure our continued success.”

The new Chief Risk Officer brings over twenty-five years of experience in the credit union system. Kent is pleased to join Coastal Community. “I am excited to be a part of a strong and vibrant cooperative that provides exceptional value and service to members, supports island communities and continually invests in the future,” he said.

Jesse joins Legin, Chief Financial Officer Barbara Coe, Chief People & Administration Officer Bruno Dragani, Chief Community & Marketing Officer Joe Cristiano, and Chief Relationship & Sales Officer Rob Grundison on the credit union’s Executive team.

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## COASTAL COMMUNITY CREDIT UNION

***Improving financial health, enriching lives, and building healthier communities...*** These are at the core of who we are and what we do at Coastal Community Credit Union (CCCU).

With these as our focus areas, the CCCU family of companies continues to grow our position as the largest Island-based financial organization. We serve over 120,000 members and clients on Vancouver Island and the Gulf Islands.

To help our members and clients improve their financial health, our business lines offer a full range of products and services for personal, business and commercial banking, insurance\* and wealth management\*\* through Credential Securities. Our Island communities are our homes, so we make decisions based on knowledge of the local market, strengthening local economies. And we never stop looking for ways to improve the way we do business.

As a financial co-operative, we are 100% member-owned. Our shareholders are our neighbours and fellow citizens, so we are focused on building strong and vibrant communities by keeping our jobs, our earnings, and our community efforts local. Each year, Coastal Community invests over half a million dollars into communities across the Islands through community funding grants, education awards, sponsorships and fundraising initiatives.

Want to learn more? Visit [cccu.ca](http://cccu.ca) or join us on our Facebook and Twitter pages.

\*References to "insurance" in this article refer to the insurance services provided through Coastal Community Insurance Services (2007) Ltd., an affiliate of Coastal Community Credit Union.

\*\*Mutual funds, other securities and securities related financial planning services are offered through Credential Securities, a division of Credential Qtrade Securities Inc. Credential Securities is a registered mark owned by Aviso Wealth Inc. Life and health insurance provided through Coastal Community Private Wealth Group, a division of Coastal Community Financial Management Inc., a subsidiary of Coastal Community Credit Union.