

**FOR IMMEDIATE RELEASE**

**May 7, 2025**

## **Coastal Community Credit Union Announces Kent Jesse as New Chief Executive Officer**

**Nanaimo, BC** — Coastal Community Credit Union is excited to announce the appointment of Kent Jesse as its new Chief Executive Officer, effective June 1, 2025. Kent has been a valued member of the Coastal Community Credit Union Executive team since October 2022, when he joined as Chief Risk Officer, and brings with him over 25 years of leadership experience in the credit union system.

Kent's extensive background spans retail banking, operations, strategy, marketing, and risk management. Prior to joining Coastal Community, he served as Chief Risk Officer at Innovation Credit Union, where he led enterprise-wide risk management, compliance, and legal functions. His collaborative approach and proven leadership in transformational initiatives have made a lasting impact throughout his career.

"The Board is thrilled to welcome Kent as our next CEO," said Dominique Roelants, Chair of the Coastal Community Credit Union Board of Directors. "This is an exciting time for our organization, and we are proud to promote a leader from within our own team. Kent has consistently demonstrated the vision, integrity, and commitment to community that align perfectly with our values and strategic direction."

Kent holds a Bachelor of Commerce from the University of Saskatchewan, a Chartered Director (C.Dir) designation from the Directors College, and a Balanced Scorecard Professional (BSP) designation from the Balanced Scorecard Institute.

Kent is deeply rooted here on Vancouver Island, having lived here for over ten years including choosing to live here while he worked at Innovation Credit

Union in Saskatchewan. Outside of work, he and his family enjoy exploring the natural beauty and recreational opportunities Vancouver Island has to offer.

As Kent steps into his new role, Coastal Community's Board of Directors is confident in his ability to lead the organization forward. Kent has already shown exceptional leadership, strategic insight, and a deep commitment to our credit union, and the members, clients and communities we serve. His deep roots in the Comox Valley, combined with his extensive experience and collaborative leadership, position him well to lead Coastal Community through continued growth and innovation while staying true to our island roots and our ongoing commitment to our members, clients, employees and communities.

Coastal Community would like to thank retiring CEO Adrian Legin for his remarkable tenure that has spanned over 16 years of transformative leadership.

"While we are saddened to see Adrian leave, we celebrate his many contributions and the incredible legacy he leaves behind," said Roelants. "He will be greatly missed, and we wish him all the best in his well-deserved retirement."

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Coastal Community Credit Union acknowledges that we are located on the Lands of the Coast Salish, Nuuchahnulth and Kwakwaka'wakw ancestors and families, whose historical relationships with the Land continue to this day. We are grateful to have the opportunity to live, learn, work and play in their traditional and unceded territories.

## **ABOUT 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. As the largest Island-based financial organization, we serve over 120,000 members and clients on Vancouver Island and the Gulf Islands.

To help you improve your financial health, we offer a range of personal, business, and commercial banking and insurance\* services, as well as wealth management through Aviso Wealth.\*\* 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 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 Facebook, Instagram, and LinkedIn.

\*References to "insurance" refer to the property and casualty insurance provided through Coastal Community Insurance Services (2007) Ltd., an affiliate of Coastal Community Credit Union.

\*\*Mutual funds and other securities are offered through Aviso Wealth, a division of Aviso Financial Inc.