



For Immediate Release
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Solarity hires VP of Digital Experience

Yakima, Washington (September 18, 2015)— Solarity Credit Union has hired Chad Ritchie as the Vice President of Digital Experience.

Chad comes to the Yakima Valley from Washington D.C. and brings with him over 20 years of digital strategy experience. He has a well-rounded understanding of what is required to create a thriving digital environment for Solarity members. Chad will focus on applying his expertise to improve Online Banking and Mobile Banking for Solarity.

Chad's most recent position was the Interim Director of Marketing, Membership and Sales for The Society of Neuroscience. Prior to working for The Society of Neuroscience, he worked for CentreTEK Solutions as the Director of Digital Operations and for Velaro as the VP of Client Services. Chad is a veteran of the armed forces and served in the Air Force as a Middle-Eastern Cryptologic Linguist. His unique background comes from a multitude of different operating experiences; including fostering the adoption of digital technologies in healthcare, higher education, financial and government environments.

Chad's work experience provides him with valuable insight to create strategic solutions that benefit Solarity members. He is committed to making members' digital experience as simple and seamless as possible. Chad is an experienced visionary and leader with a strong history of ensuring his execution supports the strategic goals of the organizations he serves.

Solarity is excited to welcome Chad Ritchie to their team. His hiring is another example of how Solarity is working to provide members with the best products and services available. Solarity Credit Union and Chad Ritchie are committed to making positive things happen for their members and the community.

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About Solarity Credit Union

Solarity Credit Union has six convenient branch locations in Yakima and Kittitas counties and more than \$570 million in assets. Solarity currently serves more than 50,000 members and offers a full line of products and services to meet members' financial needs. Membership is open to anyone who lives, works, worships, or attends school within a Washington state school district. Visit Solarity at solaritycu.org.