**FOR IMMEDIATE RELEASE**

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**SELCO COMMUNITY CREDIT UNION NAMES NEW VICE PRESIDENT OF MARKETING**

**Shelley Riley, a native Oregonian, brings 20 years of marketing experience in the financial services industry to the Springfield-based credit union**

(SPRINGFIELD, Ore.) — SELCO Community Credit Union has hired Shelley Riley as its Vice President of Marketing. In her new role, Riley will oversee all marketing and communications efforts for SELCO, which serves more than 150,000 members across Oregon.

Riley brings more than 20 years of banking and marketing experience, helping some of the largest financial institutions in the U.S. develop member-focused strategies and multi-channel marketing plans. SELCO completed a significant upgrade to a state-of-the-art digital banking platform in October, and Riley’s expertise will be critical as SELCO continues to bolster its technological infrastructure.

“Shelley’s voice is a welcome addition to SELCO’s senior management team, especially as we continue to make strategic investments in technology solutions to support our members' evolving banking needs and preferences,” said Bob Newcomb, President & CEO of SELCO Community Credit Union. “She will be vital in communicating the value of these resources to both existing and potential new members.”

Before joining SELCO, Riley spent two years as a senior marketing consultant for Wells Fargo Bank, providing strategic consultation for critical marketing optimization projects across the bank’s U.S. operations. Before that, she served three years as Union Bank’s director of credit marketing strategy and three years as a strategic marketing executive in Bank of America’s North Carolina headquarters. In all, her career has spanned more than 20 years and includes some of the most recognizable names in banking.

“Shelley has a wealth of experience meeting customers where they are, which is tailor made for SELCO’s commitment to giving its members a choice of how they bank,” said Tiffany Washington, SELCO’s Executive Vice President of Finance and Operations. “Whether they prefer the convenience of digital banking or to bank face-to-face in one of our 15 branches across the state, Shelley will help SELCO connect with our members in meaningful ways. Her depth of experience will be a boon for SELCO, and for the more than 150,000 people who choose to bank with us.”

Riley, a native Oregonian, graduated from the University of Oregon with bachelor’s degrees in marketing and management. She lives in Portland with her husband and her two dogs. In her free time, she is an avid sports fan and scary movie aficionado, and loves to hike, camp, ski, and kayak.

To learn more about SELCO, stop by one of SELCO’s 15 branches, visit [selco.org](https://www.selco.org/home), or call 800-445-4483.

**About SELCO Community Credit Union**

Founded 86 years ago by a group of fiscally minded teachers, Springfield-based SELCO Community Credit Union today serves more than 150,000 members as one of the largest and longstanding Oregon-based credit unions. A not-for-profit, federally insured, member-driven financial cooperative with more than $2.6 billion in assets, SELCO provides its member-owners with exceptional rates and low fees on a full range of financial products and services, including banking, mortgages, personal and business loans, investments, and insurance. Membership is available to anyone who lives or works in one of the 27 Oregon or eight Washington counties SELCO serves. For more information or to become a member today, stop by one of SELCO’s 15 branches, visit [selco.org](https://www.selco.org/home), or call 800-445-4483.

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