

## **Journey Federal Credit Union Appoints William McSweeney as Chief Operating Officer**

**SAINT JOHNS, MI (May 15, 2023)** — Journey Federal Credit Union, a leading financial institution committed to providing exceptional service to its members, is delighted to announce the promotion of William McSweeney to the position of Chief Operating Officer (COO). With over two decades of experience in the credit union industry, McSweeney has consistently demonstrated his dedication, leadership, and ability to drive operational excellence.

McSweeney joined Journey Federal Credit Union four years ago and has been instrumental in the organization's growth and success. His unwavering commitment and tireless efforts have left an indelible mark on everyone who has had the privilege of working with him. As COO, McSweeney will play a pivotal role in shaping the future of the credit union and ensuring its continued success.

During his tenure at Journey Federal Credit Union, McSweeney led the comprehensive core conversion project, overseeing it from start to finish. This complex undertaking involved transitioning the credit union's core banking system to a more advanced and efficient platform. Through McSweeney's astute leadership and meticulous planning, the core conversion was executed seamlessly, resulting in enhanced operational capabilities and improved member experiences.

Furthermore, McSweeney has been a steadfast advocate for simplifying banking processes and making them more accessible for the credit union's members. His tireless commitment to improving the member experience has led to the implementation of user-friendly digital banking solutions, ensuring that members have convenient access to their accounts and a seamless banking experience.

Recognizing the paramount importance of security in the financial industry, McSweeney significantly bolstered physical and IT security measures at Journey Federal Credit Union. By implementing robust security protocols, he has effectively safeguarded the credit union and its members' sensitive information, reinforcing trust and confidence in the institution.

"William McSweeney's promotion to Chief Operating Officer is a testament to his outstanding contributions to Journey Federal Credit Union. His innovative thinking, tireless work ethic, and unparalleled commitment to our members make him an invaluable asset to our organization," said Jeffrey Kusler, CEO of Journey Federal Credit Union. "Under his leadership, we are confident that Journey will continue to thrive and deliver exceptional financial services to our members."

As COO, McSweeney will be responsible for overseeing and optimizing the credit union's daily operations, ensuring the highest level of service delivery to its members, and driving strategic initiatives that align with Journey's long-term goals. His vast industry experience, combined

with his deep understanding of the credit union's unique culture, will undoubtedly contribute to the organization's continued growth and success.

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## About Journey Federal Credit Union

As a member-owned institution, Journey FCU is committed to putting our members first in all that they do. This means offering low-cost loans, competitive rates, and a range of financial products and services designed to meet the unique needs of their members. JFCU is also committed to providing personalized service and support, with a team of experts on hand to answer your questions and help you make the most of your membership. For more information, visit us online at [journeyfcu.org](http://journeyfcu.org).

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