

*FOR IMMEDIATE RELEASE*

November 21, 2022

## **Community Choice Credit Union hires Jason Cain as its First VP of Digital**

FARMINGTON HILLS – Community Choice Credit Union, one of the fastest growing credit unions in the state of Michigan, has committed to further expanding its digital presence in the financial services sector with the hiring of Jason Cain as its first-ever Vice President of Digital.

In this role, Jason will oversee the ongoing digital transformation for Community Choice to focus on digitalization and systematic improvements that support better member experiences. He will also explore and implement strategies for the efficient use of data to create solutions for all Community Choice stakeholders, including employees.

“I am impressed with the digital services that Community Choice already provides its members and am glad that it recognizes the need to stay timely and relevant with ways to offer even more convenient access and service in a safe manner,” Jason says. “I look forward to partnering with my new team members to find innovative ways to expand our expertise and brand in the digital space.”

Jason offers nearly 25 years as a hands-on, knowledgeable leader with experience designing, developing, and implementing new technologies, tools, and methodologies to product experiences and online services. His entire career has been spent in the credit union field, most recently as Chief Digital Officer for a credit union in mid-Michigan. There he provided both strategic and tactical support to teams across the entire organization and closely partnered with executive and departmental teams to further evolve its digital strategy.

Before his promotion to Chief Digital Officer, Jason held varying positions of increasing responsibilities including IT Manager, Director of Information Technology and Chief Information Officer. In these roles Jason formed and led such teams as compliance, security, e-services, digital marketing, retail, and application development. With each ascending position, he incorporated forward-thinking professionals that solved member problems.

Jason has many professional certifications and training certificates, including being a Certified Information Systems Security Professional, completing a digital transformation professional course through Cornell University and a Network Penetration Testing & Ethical Hacking course through SANS Technology Institute. He holds a BA in Business Information Systems and Applied Science from Siena Heights University.

“Jason’s impressive experience in the credit union sector combined with his creative and innovative concepts in the digital space made him a perfect fit for our organization,” says Chief Digital Officer Jennifer Hurren. “He will be a tremendous resource in helping us further improve and expand our digital profile and capabilities.”

The Haslett resident believes strongly in giving his time to worthy charitable organizations, fitting the Community Choice “Give Big” philosophy. He has served as board chair of The Haven of Rest Ministries, which helps to secure affordable housing for veterans and single mothers and provides life recovery solutions for individuals coping with personal challenges. Jason also has served as board chair for The Charitable Union, a provider of clothing and other personal essentials for adults and children who are a part of low-income households.

Learn more about Community Choice Credit Union by visiting [CommunityChoice.com](https://CommunityChoice.com).

###