

Coast Central Credit Union welcomes new VP member digital services

December 7, 2022



Coast Central Credit Union announced that Jasmin Gammel has been appointed Vice President, Member Digital Services, reporting to President/CEO James T. Sessa. Gammel is responsible for the organization's Digital Banking products, Chat, its Member Support Center including phone support, check processing, ACH, and its Credit/Debit Card Services Department.

Gammel brings over 20 years of credit union experience and 12 years of technical project management experience to the organization, most recently serving as Vice President of Digital Strategy at Fortera Federal Credit Union in Clarksville, Tennessee.

Her expertise includes enhancing the member and employee experience through strategic planning, data analysis, and software development. Additionally, she has been instrumental in coaching and mentoring teams and ensuring positive culture to achieve individual and organizational success.

Gammel's prior stints have included Director of Technology, IT Project Manager, and Branch Manager. She is a graduate of Colorado Christian University where she received her Bachelor of Science degree in Business as well as a MBA.

She has several technical certifications including a Project Management Professional (PMP) and Certified Agile Scrum Manster (CSM).

Gammel was born and raised in Humboldt County, attending Jacoby Creek School and Arcata High School, and is very pleased to have the opportunity to return. "I've had a longtime goal to come back to Humboldt and all the aspects I've missed," shared Gammel. "Coast Central is a perfect fit for me, with its firm commitment to member service, staff development, community, and advanced technology."

Sessa added, "The Board of Directors and I are very pleased to welcome Jasmin back home and to the Coast Central Credit Union family. Her varied background and years of experience, commitment to goal-achievement, and pulse on member digital needs will serve us and our membership very well."

Coast Central Credit Union is the largest member-owned financial institution in the area, with over \$2.1 billion in assets, 76,000 members, and operating 11 Member Services Branches throughout Humboldt, Del Norte and Trinity counties, including McKinleyville, open six days a week and Bayshore Mall, open seven days a week. Individuals and businesses in those three counties are able to join online at coastccu.org/join.

Members also have access to free Online and Mobile Banking and free access to a network of 30,000 ATMs nationwide.

More information is available at coastccu.org or by calling (707) 445-8801.