



July 14, 2021

Contact: Dana Karzan, Chief Marketing Officer

karzand@vystarcu.org

FOR IMMEDIATE RELEASE

VyStar Credit Union Announces New Chief Information Officer

Jacksonville, Florida — VyStar Credit Union announced today the hiring of Lisa Cochran as Chief Information Officer, a position that will help lead the organization's digital transformation to continue providing best-in-class products and services to members.

Cochran, who officially joined VyStar on July 12, had been serving as Managing Director/Chief Operating Officer and Head of Operations Technology for Global Consumer Technology at Citigroup. She joins VyStar with a wealth of experience after spending more than 28 years at companies such as Humana, Softcard, Bank of America and Lockheed Martin.

"We're thrilled to have Lisa join our team after completing a national search to find the right person for our organization," said VyStar President/CEO Brian Wolfburg. "Lisa is excited for the opportunity to help lead VyStar through the significant change and growth that lies ahead, as we work together to do great things for our members and the communities we serve."

Among her responsibilities, Cochran will lead VyStar's IT department, which was recently named to the Insider Pro and Computerworld 2021 Best Places to Work in IT. VyStar was No. 3 among mid-sized organizations on the annual list, which ranks the top 100 work environments for technology professionals. She will also help support the credit union's future growth opportunities.

"VyStar has proven to be an industry leader with regard to how employees are treated, ideas are encouraged and progress is celebrated," Cochran said. "I'm proud to join a wonderful team and look forward to together building a truly dynamic credit union for our members."

Already a dedicated member of the Jacksonville community, Cochran is actively engaged in many local organizations, with an emphasis on getting young girls into STEM programs. She graduated from Embry-Riddle Aeronautical University with a bachelor's degree in computer science.

VyStar Credit Union is the second-largest credit union headquartered in Florida and now serves over 770,000 members with assets totaling \$12 billion. VyStar is the largest mortgage lender in Northeast Florida and one of the major employers in the region with over 2,000 employees. VyStar membership is open to everyone who lives or works in the 49 contiguous counties of Central to North Florida, 10 Southern Georgia counties and past and present military members and their families all over the world.
