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SASCU Credit Union Welcomes Paul Brodeur as Chief Experience Officer

SALMON ARM (July 12, 2026) — SASCU Credit Union is pleased to announce the

appointment of Paul Brodeur as its new Chief Experience Officer (CXO), effective July 27, 2026.

Brodeur joins SASCU with more than 30 years of leadership experience in the Canadian financial services industry. He brings extensive expertise in organizational strategy, operations, retail and commercial banking, and digital transformation. He is particularly passionate about building exceptional member and employee experiences.



Most recently, Paul served as Chief Operations Officer at Tru Cooperative Bank, where he led retail banking, wealth management, commercial banking, operations, and digital banking. Throughout his career, he has also held senior leadership roles with Alterna Savings Credit Union and CIBC, earning a reputation for collaborative leadership, strategic thinking, and developing high-performing teams.

"We are excited to welcome Paul to the SASCU leadership team," said Barry Delaney, President & CEO of SASCU Credit Union. "Paul's passion for people, strategic mindset, and collaborative leadership style make him an exceptional addition to our organization. His experience leading transformation while maintaining a strong focus on culture and relationships aligns perfectly with our purpose of empowering our members, employees, and communities to thrive."

"I am honoured to be joining SASCU at such an exciting time in its journey," said Brodeur. "SASCU has earned a reputation for putting people first and making a meaningful difference in the communities it serves. I look forward to working alongside the talented team to continue building exceptional experiences for our members, supporting our employees, and helping shape the future of this outstanding organization."

The Chief Experience Officer role reflects SASCU's continued investment in strengthening the member and employee experience while supporting the organization's long-term strategic growth and commitment to community-focused banking.

ABOUT SASCU

SASCU Financial Group offers a broad range of personal and business financial services through SASCU Credit Union and its three lines of business, SASCU Insurance, SASCU Wealth and Commercial banking. SASCU Credit Union branches are in Sicamous and Sorrento, plus two in Salmon Arm. Insurance offices are located in Salmon Arm and Enderby. Established in 1946, SASCU has more than 20,000 members, 165 staff and \$1 billion in assets. In addition, SASCU stewards \$300 million in client investments and serves more than 5,000 insurance customers. Learn more at [sascu.com](https://www.sascu.com)

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