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## **Allegacy Federal Credit Union Welcomes Raj Madan As Chief Marketing Officer**

**Winston-Salem, N.C, September 20, 2022** – Allegacy Federal Credit Union has appointed Raj Madan as its new chief marketing officer where he will focus on strategic marketing, advertising, communications, public relations, business development, membership, and community and financial wellbeing plans for the growing North Carolina credit union.



Madan joins Allegacy after his most recent credit union position serving as chief marketing and business development officer at Blue Federal Credit Union in Wyoming. His extensive career has given him notable experience in strategic planning, campaign oversight, global marketing and sales, and team building with top financial service institutions across the country. His work and entrepreneurship have helped several organizations increase both revenues and memberships.

“Raj brings a wealth of knowledge and accomplishments with his more than 20 years of experience in senior leadership roles with some of the largest financial institutions in the country,” said Ashley Kohlrus, Allegacy’s executive vice president and chief operations and digital officer. “We look forward to leveraging his expertise to ensure the successful integration of Allegacy’s overall business strategy and long-term goals.”

A native of Punjab, India, Madan earned an accounting degree from St. Xavier’s College in Calcutta, India, and later earned his MBA from Angelo State University in Texas. After graduating, he began a successful career in sales, marketing and building brands at top financial institutions such as Bank of America, Wells Fargo, Citigroup, and First National Bank of Omaha. He also founded Madan Consulting Group, working with industry leading CEOs and CMOs in financial services and non-banks to create strategic frameworks for traditional and digital marketing activities.

“Allegacy has deep roots in North Carolina, serving as a trusted financial partner to its members for many decades,” said Madan. “I look forward to helping our members live their best lives, and working with the Allegacy team to accomplish our credit union goals. Allegacy truly is the best.”

**About Allegacy**

For 55 years, Allegacy has helped its members, employees and the communities it serves be their best by helping people make smart financial choices. By doing right, Allegacy has become one of the largest credit unions in North Carolina serving over 170,000 members worldwide with over \$2 billion in assets and \$1.6 billion in assets under management in its financial planning group. With roots in Winston-Salem, Allegacy has 17 locations and nine high school student-run credit unions. Allegacy offers personal and business financial services to help a broad membership base including the employees, retirees and families of over 1,800 companies throughout the country. To learn more, visit [Allegacy.org](http://Allegacy.org).