



Jeff Blake joins Achieva Credit Union as Chief People Officer

Blake is well-positioned to help Achieva maintain its distinction as a "Top Workplace"

DUNEDIN, FLORIDA (April 2019) – Achieva Credit Union has named Jeff Blake as Chief People Officer, a role in which he will lead Achieva's human resources team in driving an employee culture that's focused on collaboration and personal growth. He brings nearly 20 years of human resources and credit union management experience to Achieva.

Blake succeeds Janet Till, who will retire after seven years with Achieva. Till's leadership has helped Achieva earn the Tampa Bay Times' "Top Workplace" distinction for seven years in a row. Each year, the Top Workplace honor is awarded to 100 companies across the Tampa Bay area, based on anonymous surveys completed by employees at each respective organization that applies for the distinction.

With a "work hard but play hard" mantra, Achieva prides itself on a vibrant company culture that includes everything from allowing its employees to bring their dogs into work, to rallying its team to brainstorm the next community event. The creative ways Achieva involves its team members in company initiatives – no matter their roles or levels – is a major differentiator for the company in a highly regulated industry.

As Chief People Officer, Blake will be responsible for leading the company's employee relations, recruiting and retention strategies. He will also oversee employee professional development and community outreach initiatives.

Before joining Achieva, Blake was Senior Vice President of Human Resources at United Federal Credit Union in St. Joseph, Michigan for nine years. In this role, he directed the company's recruiting strategy and oversaw its employee training, leadership development, and benefits and rewards programs. His work at United Federal Credit Union led to an award-winning company culture, earning accolades like "Best Places to Work" honors in the South Bend, Indiana and Reno, Nevada markets.

"Jeff has extensive experience that's a great match with our mission to be a leading employer in the Tampa Bay region," said Gary Regoli, president and CEO of Achieva. "Attracting and retaining talent is one of our top priorities, and Jeff's the right person for the job."

Blake has been member of the Society for Human Resource Management for 19 years, and has been actively involved with WorldatWork for nine years. He received a bachelor's degree in human resource management from Wright State University in Dayton, Ohio.

About Achieva Credit Union

Achieva Credit Union was founded in 1937 in Pinellas County. Today, it is rated a Superior 5-Star credit union by Bauer Financial and has more than \$1.7 billion in assets and 25 branches serving more than 160,000 members. Anyone who lives or works in Charlotte, Collier, DeSoto, Hernando, Hillsborough, Lee, Manatee, Pasco, Pinellas, and Sarasota Counties, or whose family member has an Achieva Credit Union account can bank with Achieva. For more information about Achieva, visit www.achievacu.com.