



## INTERRA CREDIT UNION NAMES RICHARD CHIEF EXPERIENCE OFFICER

March 1, 2022 – Joel Richard has been named Chief Experience Officer (CXO), Amy Sink, CEO at Interra Credit Union, announced recently. He will lead efforts to integrate, align and improve brand experiences and exceed member expectations through all member interaction channels and using data and technology to drive experience, engagement and growth.

With over 14 years of experience at Interra, Richard has held a variety of roles in Retail, most recently serving as Senior Vice President of Member Experience. He looks forward to the responsibilities and challenges this new role will provide. “My job is to continuously build and execute strategies that keep Interra as a leader in creating differentiating, consistent experiences,” stated Richard. “Our members and communities are at the forefront of what we do, and our goal is to help Interra continue to grow and expand upon our foundation of building trust and bringing value in new ways,” he added.



Joel Richard

During his tenure at the credit union, Richard has been able to dive in and collaborate with various industry professionals. “I’ve had the privilege of being a part of several credit union-based programs around collaboration and innovation – all with the intent to develop and implement ideas that drive member experience and loyalty,” he added.

Born and raised in Goshen, Northern Indiana is in Richard’s roots. He holds a bachelor’s degree in Business Management from Manchester University, North Manchester, Indiana. He has been involved with the Goshen Kiwanis and is currently a part of the Goshen Chamber. He stays active and serves in various leadership roles within his church. He currently resides in Dunlap, Indiana, with his wife, Jami, and two kids.

Interra Credit Union, headquartered in Goshen, was chartered in 1932 and has assets of \$1.6 billion. The credit union’s field of membership spans 18 counties in northern Indiana, with more than 300 full and part-time employees serving more than 87,000 members. Interra currently operates 16 offices in Elkhart, Kosciusko, LaGrange, Marshall, and Noble counties in Indiana and via a suite of robust electronic services at [interracu.com](http://interracu.com).

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For more information, contact Meegan D. Siegwarth, Vice President of Marketing  
[meegans@interracu.com](mailto:meegans@interracu.com) or 574-534-2506 ext. 7159