



## Interra Credit Union Welcomes New AVP, Member Experience Strategy Lead

IMMEDIATE RELEASE, May 11, 2026 – Interra Credit Union is pleased to welcome a new leader focused on enhancing and strengthening the member experience across the organization. As AVP, Member Experience Strategy Lead, Jennifer Tinker will guide Interra’s approach to understanding, measuring, and improving how members interact with the credit union across all channels.

In this role, Tinker is responsible for capturing the member perspective and transforming those insights into meaningful action. By identifying opportunities to improve processes and remove friction points, she will work collaboratively across teams to ensure member feedback helps drive business decisions and measurable improvements.

“I’m motivated by making things better,” said Tinker. “I try to put myself in others’ situations and understand their needs and perspectives, then use that to improve how things work. I find it rewarding to turn that understanding into meaningful improvements that make a difference for members.”



Jennifer Tinker

Tinker brings extensive experience in financial services operations, strategy, continuous improvement, and customer experience. She spent most of her career with Lincoln Financial, where she built and led teams focused on process re-engineering and operational improvements that significantly reduced turnaround times for clients. She also helped implement several digital solutions, including e-delivery, telephone withdrawals, and electronic signature capabilities, playing a key role in the successful rollout of DocuSign ahead of the COVID-19 pandemic.

Most recently, she led Operational Excellence at a technology startup specializing in AI-driven retirement plan document automation, helping improve efficiency and reduce complexity for third-party administrators. She also previously led strategic initiatives at Prudential, supporting global workforce capability initiatives and agile operating model implementations.

Throughout her career, Tinker has remained focused on using data, insights, and collaboration to create experiences that better serve customers and employees alike.

She earned a Bachelor of Science in Business from Indiana University and an MBA from Indiana Tech. In addition, she holds a SHRM-CP certification, is Prosci-certified in change management, and earned a Lean Six Sigma Black Belt through Purdue University.

Originally from Fort Wayne, Indiana, Tinker lives there with her husband, Jared, and their four children. Outside of work, she enjoys staying active with her family through kayaking, hiking, biking, and beach vacations.

“I’m most excited about the opportunity to learn more about Interra and our members and to understand their experience end to end,” she said. “I’m looking forward to identifying opportunities to create a more seamless and consistent experience and building strong partnerships across the organization to deliver meaningful improvements for our members.”



**About Interra Credit Union.**

Interra Credit Union, headquartered in Goshen, Indiana, was chartered in 1932 and has assets of \$2 billion. The credit union's field of membership spans 24 counties in northern Indiana, with more than 325 full and part-time employees serving nearly 90,000 members. Interra currently operates 16 offices in Elkhart, LaGrange, Kosciusko, Marshall, and Noble counties in Indiana, along with an Interra Business Center serving St. Joseph County, and offers convenient online services at [interracu.com](http://interracu.com).

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For more information, contact Matt Scarce, Chief Marketing Officer [mattsc@interracu.com](mailto:mattsc@interracu.com) 574-534-2506 ext. 7289