



Press Release

FOR IMMEDIATE RELEASE ON FEB 25, 2022

Pathwise Credit Union Welcomes New CEO

Oshawa, Ontario - The Board of Pathwise Credit Union is pleased to announce the appointment of Bob Ferris as the new Chief Executive Officer effective March 21, 2022. Bob comes from the position of Regional Vice President of BMO.

Bob brings to Pathwise a strong and diversified background in the financial sector. Starting in a Financial Services role in 1997 and later moving to a CEO role with Lambton Financial Credit Union in 2008. In his most recent role as Regional Vice President with BMO his market achieved the 2nd highest Net Promoter Score rating out of 70 markets across Canada and chosen as the national lead for Customer Experience.

He's transformed wealth management strategies, revamped commercial and agricultural portfolios, and increased overall growth. Bob holds an MBA from Western University and attended Cornell, Warton and Darden Business Schools.

"On behalf of the board I am excited to welcome Bob Ferris as our new CEO here at Pathwise. I believe with the skills and experience Bob brings along with our Senior Leadership Team and Staff we have amazing things in store for Pathwise" remarked Pathwise's Chair of the Board of Directors, Loreen Potter

"I am delighted to be joining the team at Pathwise. I am so impressed with the deep history, the vision and focus of the organization on improving the lives of Pathwise members and the communities they operate in. Pathwise is positioned for great things in the future, and I am honoured to have the opportunity to lead, collaborate and guide Pathwise during this critical time" shared incoming Pathwise Credit Union CEO, Bob Ferris.

Bob is excited to become involved and give back to the Durham community.

For more information, please contact:

Pathwise Credit Union

Dolly Shanthakumar,
Director of Marketing & Community Impact
905.728.5677

dshanthakumar@pathwise.ca

Pathwise Credit Union

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