Media Contact
Erin Neff
eneff@unitusccu.com
971-500-0145

FOR IMMEDIATE RELEASE

Unitus Community Credit Union Promotes New Vice President

Heather Bianchini will serve as VP of Digital Delivery

Tigard, Ore., Oct. 27, 2026 – Unitus Community Credit Union is proud to announce it has promoted Heather Bianchini to Vice President of Digital Delivery, Member Experience Administration.

Bianchini, CCUE-WCMS, will provide executive leadership for Unitus digital banking strategy and the continued enhancement of members' digital experience.



Since joining Unitus in 2019, Bianchini has worked to advance the credit union's transition toward a digital-first banking model, streamlining the member experience while improving processes and fostering cross-functional collaboration.

She earned her Certified Credit Union Executive certification this year from the Western Credit Union Management School. Bianchini also serves on the committee for the Portland-Vancouver Global Women's Leadership Network Sister Society.

"Heather brings both innovation and momentum to our organization," said Char Sears, SVP, Chief Growth Officer. "She has championed a digital maturity mindset and is developing a structured action plan that is helping Unitus think differently about how we deliver digital experiences."

Her expertise in digital maturity helps identify opportunities, prioritize improvements, and align technology, process, and member needs in ways that support sustainable progress. Unitus has seen a 32 percent increase in Digital Banking users since Bianchini started work.

Bianchini is currently working to improve the digital experience for new members and for members seeking new products. In 2025, she implemented Card Management tools resulting in 53 percent adoption among digital banking users with Unitus cards.

Some of the other improvements Bianchini has implemented are: My Credit Score, My Home Value, instant Account Verification, BioCatch, Loan Payoff Calculator, Self-Service digital forms, the Glia Virtual Assistant, and My Offers.

Bianchini also participates with Young Credit Union Professionals of Portland and partnered in a recent event alongside the local Global Women's Leadership Network Sister Society chapter.

About Unitus Community Credit Union

At Unitus, we're dedicated to improving lives in the communities we serve. As a member-owned local credit union, we invest in people by doing the right thing. Through partnerships with nonprofit organizations, we provide support for community groups through volunteerism and financial donations. Our 107,000 members count on us to serve them and their communities; our 300+ employees share that passion for service. Learn about the local impact Unitus makes by visiting unitusccu.com.