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FOR IMMEDIATE RELEASE

Unitus Community Credit Union Wins Award for Innovation in Digital Banking Excellence

Credit Union is one of four recognized by Alkami Technology in its annual FIsionaries™ Awards

Tigard, Ore., May 9, 2024 – Unitus Community Credit Union has been honored by Alkami Technology with a 2024 FIsionaries Award, which highlights innovative initiatives through Alkami’s FIsionaries podcast. Unitus earned the award in fintech innovation for its proactive approach to inclusive financial services, which includes bilingual initiatives across various touchpoints.

FIsionaries featured Unitus on its podcast episode “Supporting Underserved Communities with Multilingual Solutions at Unitus Community Credit Union.” In it, podcast host Jim Marous highlighted how Unitus uses technology to enhance member services and innovate new solutions to positively impact the lives of its members.

“This visionary podcast talks directly to regional and community financial institutions about the digital transformation process in all stages of the journey. The guests on the podcast are entrenched in regional and community banking and provide insights into how their organizations are punching way above their weight in the work they are doing,” said Jim Marous, FIsionaries podcast host and owner of the Digital Banking Report.

“We are honored to be recognized as a 2024 FIsionaries Award recipient,” said Char Sears, VP of Member Experience and Product Management. “This award recognizes our efforts to empower and support every member, leveraging technology to enhance the member experience and remove barriers and access to inclusive financial products and services.”

Unitus offers its website in both English and Spanish, utilizes a bilingual chatbot, and employs Spanish-speaking staff in member-facing roles. The credit union is innovating other digital solutions to reach historically underserved communities.

“We recognize how important it is that every member of our community can access our financial services,” explained Steven Stapp, President and CEO at Unitus Community Credit Union. “I am honored that this award is a representation of our efforts to implement new technologies for Spanish-speaking communities so we can support them throughout their financial journeys.”

Unitus is the first Pacific Northwest credit union to offer a Spanish-language chatbot, and the only western credit union recognized by the FIsionaries Awards.

“Alkami takes immense pride in honoring these exceptional financial institutions and their transformative initiatives,” said Alex Shootman, chief executive officer at Alkami. “The FIsionaries platform amplifies their inspiring journeys, and Alkami is privileged to collaborate with esteemed industry leader Jim Marous in recognizing their profound contributions to the industry.”

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 105,000 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.

**About Alkami**

[Alkami Technology, Inc.](#) is a leading cloud-based digital banking solutions provider for financial institutions in the United States that enables clients to grow confidently, adapt quickly, and build thriving digital communities. Alkami helps clients transform through retail and commercial banking, digital account opening, and data and marketing solutions. To learn more, visit www.alkami.com.

About FIsionaries

[FIsionaries™](#) is a podcast series dedicated to regional and community banks and credit unions looking to elevate their digital game. Sponsored by Alkami, and hosted by banking and FinTech influencer, Jim Marous, the podcast shines a light on financial institutions at the bleeding edge of digital transformation. These financial institutions are effectively competing with the biggest players in financial services by embracing their digital vision and are leading the way in user experiences, data strategy and execution, fintech innovation and transformational culture.