

## **Announcing Barbara Dirks as new CEO, PCU**

These are increasingly challenging times. The disruption that we are experiencing and seeing constantly in the media has brought heartache to some, financial difficulty to others and enormous change to our daily lives. As a member of PCU, your health, safety and financial welfare are of paramount importance to us. To that end, we are pleased to announce that Barbara Dirks is joining us (April 6, 2020) as our new President and Chief Executive Officer (CEO).

Barbara comes to PCU from the Silicon Valley Bank where she was recruited to launch the Canadian subsidiary. Prior to SVB, Barbara spent 2 years at RBC in Personal & Commercial Banking and 15 years at BMO in various roles within Commercial Banking and Human Resources. Barbara has an undergraduate degree in Political Economy and Economics from the University of Toronto as well as Bachelor of Laws and a Masters of Business Administration from University of Western Ontario.

This is an exciting time for PCU as we all set out to make PCU the best credit union in Ontario. Although there is a lot of change going on, with the addition of new leaders to our team we are better equipped to ensure stability and growth for our members.