



FOR IMMEDIATE RELEASE

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LAFCU names Zac Williams data analyst

LANSING, Mich. — LAFCU has named Zac Williams data analyst in the marketing department.

In his new position, Williams analyzes and provides data on which the credit union bases strategic decisions affecting product development, on-target communication and goal achievement.

“Zac’s expertise in data analyzation will help ensure LAFCU’s success in providing and improving products and services to best meet the needs of members,” said Kelli Ellsworth Etchison, chief marketing officer and chief diversity officer.



Zac Williams

Williams has more than 10 years of experience as an analyst. He has worked as a sales analyst for an international packaging and container manufacturer and as a forecast analyst and a marketing research and support analyst for a national provider of energy, fiber optics and wireless communications.

Williams said, “I have spent much of my career performing data analysis to provide better intelligence to leadership for decision-making. As a member of LAFCU’s marketing department, I look forward to serving the needs of our members.”

The Lansing resident earned a master’s in sociology with a concentration in applied demography at Bowling Green State University, Bowling Green, Ohio, and a bachelor’s degree in sociology at Jacksonville State University, Jacksonville, Alabama.

About LAFCU

Chartered in 1936, LAFCU is a not-for-profit financial cooperative open for membership to anyone who lives, works, worships or attends school in Michigan and to businesses and other entities located in Michigan. The credit union serves more than 69,000 members and holds \$950 million in assets. It was named a Best Credit Union to Work For in 2020. LAFCU offers a comprehensive range of financial products and services as well as an expanding complement of financial technology solutions. Members enjoy benefits such as low fees, low interest rates on loans, high yields on savings, discounts, knowledgeable employees and nationwide access to fee-

free ATMs. A recipient of the national Dora Maxwell Social Responsibility Community Service Award for credit unions, LAFCU enriches the communities it serves by supporting many organizations and causes. To learn more about LAFCU, call 800.748.0228 or visit www.lafcu.com.

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