



## **CHARTER OAK NAMES VICE PRESIDENT DIRECTOR OF MARKETING**

Ron Wertz Has Extensive Marketing, Data Analytics, and Creative Design Experience

### **FOR IMMEDIATE RELEASE**

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**Waterford, CT** – May 12, 2022 – Charter Oak Federal Credit Union has named Ron Wertz as its Vice President Director of Marketing overseeing Charter Oak’s marketing team.

Ron has 20 years of marketing experience as a creative designer, webmaster, data analyst, and content strategist. “Ron’s extensive marketing and analytics skills combined with his experience working with developers, designers, and brand managers are tremendous assets to bring to our marketing team,” said Brian A. Orenstein, Charter Oak’s President and Chief Executive Officer. “His proven record of analyzing metrics and applying the analysis to campaigns to make data-driven decisions will further strengthen Charter Oak’s marketing brand,” he said. Ron’s talents also include digital animation, UX research, IA and UI design, metric dashboard integrations and data aggregation.

Ron, who resides in Waterford, is an active volunteer in numerous community organizations and events such as Make-A-Wish, TheCharityChallenge.net, and other local charitable events and organizations. He also volunteers design work to a network of local businesses and non-profit groups.

Charter Oak is eastern Connecticut’s largest credit union with assets of \$1.55 billion as of December 31, 2021. For more information about Charter Oak’s broad range of products and services, please visit any of our convenient branches, call our Contact Center at 860.446.8085 or visit [CharterOak.org](http://CharterOak.org). Federally insured by NCUA. Equal Housing Lender.

**Charter Oak Federal Credit Union is like a bank, just better! We've been proudly serving eastern Connecticut since 1939 and we offer great checking, deposit, lending, insurance and investment products. And because we're a credit union, we're owned by our members, not by shareholders. So we can offer lower rates on loans and higher rates on deposits. It's easy to become a Charter Oak member: simply live, work, worship, learn, or volunteer in New London or Windham counties. Join today and see why Members Bank Better at Charter Oak!**