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BELLCO ADDS VICE PRESIDENT OF DIGITAL STRATEGY, RAZZ CORTES-MACEDA

GREENWOOD VILLAGE, Colo. (Feb. 2, 2017) – As part of its efforts to provide members with the high-touch experience they receive in a branch through multiple digital channels, Bellco has appointed Razz Cortes-Maceda to the position of Vice President of Digital Strategy. With more than 16 years of experience in systems analysis, user experience, information architecture and human-computer interaction, Cortes-Maceda is charged with bringing Bellco’s people-intensive culture to the digital realm of products and services.

In her role, Cortes-Maceda will direct and implement Bellco’s digital strategy, as well as drive the creation of a comprehensive multi-channel framework – including Bellco’s mobile, web and social properties – to meet the ever-changing needs of members, who want the same personalized and interactive experience online as they have in a branch.

“My passion lies at the intersection of the personal and digital experiences people have with a company,” said Cortes-Maceda. “In my experience, a significant strategic focus on digital is typically reserved for larger enterprises, so the fact that Bellco has made a commitment to further building and improving its digital strategy is a strong testament to the importance it places on member satisfaction.”

Cortes-Maceda has worked with companies such as VMWare, Accenture and Sun Microsystems to help design and execute upon digital experience strategies. She holds a master’s degree in Human-Computer Interaction with Distinction from DePaul University, as well as a bachelor’s degree in International Business and Management from the University of Colorado.

“Consumer demand has evolved, and we are eager to leverage Razz’s expertise to help Bellco offer a digital experience in a smart, calculated way that exceeds members’ expectations and expands our reach to new members as well,” said John Rivera, Senior Vice President and Chief Retail Officer at Bellco.

About Bellco

Founded in 1936, Bellco has more than 290,000 members and over \$3.7 billion in assets. It operates 22 branches in the Denver metro area and one branch in Grand Junction. Bellco offers a wide variety of financial services including checking accounts, credit cards, auto loans, and mortgages, as well as mobile banking and business loans. As a member-owned cooperative, Bellco offers incredibly competitive interest rates on auto, home, and personal loans, plus higher yields on deposits. Membership eligibility is required. Connect with Bellco on [Facebook](#) and [Twitter](#). Bellco is federally insured by NCUA and is an Equal Housing Opportunity lender.

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