

Beem Credit Union welcomes Sue Britton as Chief Innovation Officer

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British Columbia – With only a few weeks until Beem Credit Union becomes a reality, the credit union is pleased to welcome Sue Britton, an experienced innovator and entrepreneur, as Chief Innovation Officer (CIO).

With innovation as a key focus for Beem, Sue’s addition as CIO is seen as a catalyst that will drive the organization’s vision forward.

“Sue’s incredible background in executing on FinTech innovation makes her an invaluable addition in helping deliver on our brand promise,” says Brian Harris, soon to be CEO of Beem and current CEO at Interior Savings. “Sue lives and breathes innovation, bringing a wealth of knowledge in the open banking, payments modernization, and banking products space. Having her expertise and experience as part of the Executive team at Beem is a win for the entire organization,” adds Harris.

Sue has spent the bulk of her distinguished career in financial services innovation and is most passionate about “setting growth in motion”, particularly in credit unions.

“I’m so excited to begin the journey with Beem from Day 1, and to work alongside a remarkable team, at such a critical time of change and digital transformation in the financial services industry,” says Sue. “Banking is radically transforming, and we need to step up to meet the challenges, be bold, and leverage technology and data to embed ourselves deeper into the lives of our members.”

A newcomer to Beautiful British Columbia, Sue lives on Vancouver Island and is the CEO and Founder of [Firefly Growth](#), one of North America’s leading authorities on executing transformative growth through FinTech innovation. She is a FinTech expert, experienced both as a start-up founder and incumbent innovator.

Beem Credit Union will become a reality on January 1, 2024 with the [merger of Gulf & Fraser* and Interior Savings](#) and will be led by [CEO, Brian Harris](#).

About

Beem Credit Union, founded by Gulf & Fraser and Interior Savings, will become the second largest provincially regulated credit union in BC with approximately \$10 billion in total assets under administration. 1,000 Beem employees will work to serve over 160,000 members who live and work across the province. The credit union will offer personal and commercial banking and a full range of insurance and wealth management services from 53 branches that span BC from downtown Vancouver to the North Peace region. Learn more at [togetherwearebetter.ca](#).

Gulf & Fraser proudly provides credit union members with a full range of personal and business banking, investment, and insurance solutions. For over 80 years, we have been committed to empowering our communities through local collaboration, financial wellness education, and reliable advice and service. We're Gulf & Fraser and we're here to Power your possible™. Gulf & Fraser serves over 71,000 members and offers personal and commercial banking and a full range of insurance and wealth management services through its network of 28 branches spanning from downtown Vancouver through the Lower Mainland and Fraser Valley into the Boundary region of BC in Grand Forks. Learn more at gulfandfraser.com or visit Gulf & Fraser on [Facebook](#) or [Do Some Good](#).

Interior Savings is a member-owned, democratically controlled credit union dedicated to creating local money while helping to build vibrant communities. Through its 25 branches, 16 insurance offices, Member Service Centre, and two Commercial Service Centres, the Credit Union offers personal and commercial banking and a full range of insurance and wealth management services to more than 90,000 members across 17 communities. In the last 10 years, Interior Savings has returned \$29 million to members through its Member Rewards Program and invested over \$5 million in support of community programs. Learn more at interiorsavings.com or visit Interior Savings on Facebook or Do Some Good.

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*Gulf & Fraser is a trade name of Gulf and Fraser Fishermen's Credit Union.