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Victor Miguel Corro Named CEO of Coopera

(Des Moines, Iowa) – Affiliates Management Company (AMC), parent company of Coopera and holding company of the Iowa Credit Union League (ICUL), is pleased to announce Victor Miguel Corro as the new CEO of Coopera. Victor has been promoted following current CEO Miriam De Dios Woodward accepting the CEO position of sister AMC company PolicyWorks, LLC. Corro joined Coopera in January 2018 and is currently Client Relations Director for the company.

“Since Victor has joined the Coopera team, he has hit the ground running by adding value to our clients and growing the business. His energy and passion for serving the underserved is a tremendous fit for Coopera,” said Murray Williams, CEO of AMC and ICUL. “Victor has a deep knowledge of the credit union movement and a wealth of experience with diversity and inclusion initiatives. He will provide excellent leadership to our strong Coopera team and will serve credit unions well.”

With more than 20 years’ experience working with credit unions on a global scale, Corro has a proven history of creating growth opportunities for credit unions, while finding collaborative solutions to industry challenges. He has held prior leadership roles with the World Council of Credit Unions (WOCCU).

“Coopera is a mission-driven organization, focused on growing diversity and inclusion of the Hispanic community in the financial marketplace,” said Corro. “Our services are needed now more than ever before. Coopera has been able to help so many credit unions grow through service to emerging markets. I am deeply honored to be chosen to lead this wonderful organization and help credit unions realize their future growth potential.”

About Coopera

Coopera (ko-pair-a) is a full-service Hispanic market solutions company with specific focus on credit unions nationwide. Coopera's dedicated bicultural and bilingual personnel work closely with clients to assess their needs and create growth strategies designed to increase Hispanic membership, revenue growth and loan volume. Coopera specializes in developing long-term partnerships with clients as they transition from the early stages of discovery to a best practice credit union. Founded by the late Hispanic community activist Warren Morrow, Coopera is owned by Affiliates Management Company, the holding company of the Iowa Credit Union League and is an exclusive strategic alliance partner of the Credit Union National Association. For more information, visit www.CooperaConsulting.com.

About Affiliates Management Company

Affiliates Management Company (AMC) was established in 2008 as a wholly owned holding company of the Iowa Credit Union League (ICUL). AMC and its family of companies are dedicated to improving the financial lives of consumers. AMC's family of companies – BrightWise, Coopera, PolicyWorks Iowa, PolicyWorks LLC, TMG Financial Services and the Iowa Credit Union Foundation. For more information, visit <http://www.affiliatesmgt.com>.

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