

Coopera Announces Expansion of Services

New service offerings include Diversity, Equity & Inclusion Consulting

WEST DES MOINES – Coopera, a full-service multicultural analytics and consulting firm based in West Des Moines, recently announced an expansion of service offerings to put a greater emphasis on financial inclusion.

Founded in 2006 by the late Warren Morrow, Coopera has been a national leader in helping credit unions serve the Hispanic market. Throughout the past year, Coopera has been undergoing a transformation to add more services and tools, including:

- An expansion of services to include more multicultural groups in addition to the Hispanic market,
- The launch of a Diversity, Equity and Inclusion (DEI) strategic plan to help companies and their leaders advance DEI in their organizations,
- The expertise to help credit unions navigate the application process for Community Development Financial Institution (CDFI) designation and grants, and
- The ability to help companies and organizations beyond just the credit union industry.

“As we reflect on the events of 2020 and the makeup of our country today, we know that organizations are rightfully placing a renewed sense of purpose on diversity, equity and inclusion initiatives,” said Victor Corro, CEO of Coopera. “Our team of multicultural and multilingual professionals is dedicated to helping companies build inclusive cultures to not only benefit their employees, but also the customers they serve. Helping companies navigate these important topics not only helps a company grow, but also helps minority and underserved populations get the help they need.”

Coopera previously helped companies connect with Hispanic consumers, and has expanded services to include many of the growing multicultural segments in the U.S. including Black/African American, White/Anglo, Asian/Pacific Islander, Native American and two or more races.

“SHAZAM is proud to partner with a trusted organization like Coopera to create a culture of deep inclusion both within our company and the communities we serve,” said Jackie Rolow, Executive Vice President and Chief Human Resource Officer at SHAZAM. “Coopera’s knowledge, years of experience, connections in the financial industry and proven success in reaching underserved communities enables us to leverage a holistic approach based on analytics and research to reach our DEI goals.”

To celebrate and showcase the expanded service offerings, Coopera launched a new website. Learn more at cooperaconsulting.com.