

FOR IMMEDIATE RELEASE
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Consumers Credit Union Names Lynne Jarman-Johnson Chief Marketing Officer

KALAMAZOO, MICH—Consumers Credit Union announces the addition of Lynne Jarman-Johnson to position of Chief Marketing Officer. Johnson has 25 years of experience working in the field of communications, starting with a broadcast career for Wood TV which led to owning a communications consulting firm for over 20 years.

“I’ve had the opportunity to serve on strategic teams, leadership teams, and assist non-profit organizations as well as start-up companies,” says Johnson. She has also worked with a variety mission-driven organizations, assisting with the planning and implementation of strategic communication roadmaps. Johnson worked extensively with Lake Michigan Credit Union, guiding its retail and marketing teams through a decade of tremendous growth and success.



Be still our hearts. Be active our minds. Be gracious our works. Be passionate our souls. Many have said these words, but to Johnson they are an inspiration and personal mantra. She plans to inflect this into her work at Consumers, telling the Consumers story one member at a time.

Johnson is also excited to work at a strategy level, creating and implementing the credit union’s marketing and public relations plan, adding, “It is an honor to serve with a dedicated team of marketing and member professionals whose mission is to serve our colleagues, customers, and communities.”

Johnson is a graduate from Michigan State University, with a B.A. in Communication in Arts and Sciences. She is active with the Grand Rapids Economic Club, and *Inforum*, a professional business women’s alliance. Married to her ‘kindergarten sweetheart’, Johnson is blessed to be the mom of six (amazing) children and a South African Tortoise. “I am blessed and try to share those blessings daily,” she adds.

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