



Jeffrey Bolser Joins Advia Credit Union as Vice President of Consumer Lending

Bolser will focus on delivering a premium experience for Advia members

PARCHMENT, MI, Sept. 29, 2021 – Jeffrey Bolser has rejoined Advia Credit Union as vice president of consumer lending. He will be based in Advia’s Parchment, Michigan, headquarters.

As vice president of consumer lending, Bolser will lead Advia’s consumer lending and collections departments, focusing on developing people, projects and technology to deliver a top-tier experience for Advia’s members.

Bolser returns to Advia after three years at Kellogg Community Credit Union, where he served most recently as assistant vice president of member services. In that role, he oversaw retail branches and electronic lending, driving sales and improving service metrics in the credit union’s retail outlets. During his previous employment with Advia from 2012 to 2018, he served in a variety of roles, including underwriting manager, assistant branch manager, member service specialist and teller.

“I’m excited to be back home at Advia in a new role that allows me to put my in-depth experience to good use for our members and ensure they have the best experience possible,” Bolser said. “Simultaneously, I want to help Advia’s team members be effective and efficient in their roles even while navigating today’s constantly evolving environment. I’m looking forward to helping Advia remain a market leader and the first-choice option of the members and communities we serve.”

Bolser received both his master’s in business administration and his bachelor’s degree in history from Western Michigan University.

About Advia Credit Union

Advia Credit Union’s mission is to provide financial advantages to its members. With over \$2 billion in assets, Advia seeks to provide quick and easy access to money and time-saving

financial tools to over 180,000 members in Michigan, Wisconsin, and Illinois. Advia's team of over 500 professionals delivers excellent service and innovative products at 29 locations and via digital and mobile platforms. Advia is guided by its core values: driving progress, acting with integrity, building, and strengthening relationships, and keeping people at the core. Visit adviacu.org to learn more about how Advia provides Real Advantages for Real People™.

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