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BayPort Credit Union Announces Leadership Promotions

NEWPORT NEWS, Va., June 25, 2019 – BayPort Credit Union has announced key leadership promotions within the organization. These promotions will position BayPort for continued growth, while driving the credit union’s longstanding tradition and reputation of excellence on the Virginia Peninsula and Southside communities.

"As we continue our efforts to enhance BayPort’s business, we are focused on ensuring we have the right organizational structure in place. This realignment of key leadership roles is intended to foster teamwork and collaboration, and to provide the absolute best services to our members and employees," said Jim Mears, Chief Executive Officer.

Earlier this year, Stanley P. Leicester, II was promoted to Executive Vice President. Leicester has been with BayPort for more than 35 years. Previously, he served as the Chief Financial Officer for 20 years and most recently served as Interim Chief Executive Officer during BayPort’s leadership transition. Leicester has a wide breadth of financial acumen in accounting, marketing, business banking, mortgage and consumer lending, investment services, online and mobile banking, and branch placement and profitability.

BayPort is pleased to announce the following promotions, effective June 1.

Wendy Brown has been promoted to Chief Human Resources Officer. Brown has been with BayPort for 28 years, most recently serving as Vice President, Human Resources. Brown is an accomplished human resources leader with expertise in strategic human resources planning and employee development.

Jennifer Coyne has been promoted to Chief Operations Officer. Coyne has been with BayPort for 12 years, most recently serving as Vice President, Business Services. Coyne is a banking professional with nearly 30 years of experience in commercial lending, business development, client relations, branch management, and loan underwriting.

Sue Fernaays has been promoted to Chief Experience Officer. Fernaays started her career at BayPort 30 years ago, most recently serving as Vice President, Member Services. Fernaays is skilled in progressive sales, and has extensive service management experience in team building, coaching, training, and relationship management.

Lewis Smith, CPA, has been promoted to Chief Financial Officer. Smith has served as Vice President, Finance since he started with BayPort in 2003. Smith has more than 30 years of experience in financial reporting, asset liability management, budgeting, profitability reporting, and other financial analyses and decision-making.

About BayPort

With total assets of \$1.6 billion, BayPort is a member-owned, full-service financial institution. Founded in 1928, today it is rated a Superior 5-Star credit union by Bauer Financial and services more than 140,000 individuals and businesses with 24 branch locations in the Virginia Peninsula and Southside communities. Visit us at www.bayportcu.org.

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