## HOFFER NAMED INTERRA'S BUSINESS DEVELOPMENT OFFICER

January 11, 2022 – Interra Credit Union's Hoffer joins the Treasury Management team as the Business Development Officer, stated Jason Dewart, Vice President of Treasury Management for Interra. Hoffer will tailor solutions that create effective efficiencies and increase productivity for the credit union's business members.



Heidi Hoffer

A part of the Interra team since 2015, Hoffer has held a variety of roles at the credit union in retail and training. Previously, she served as a Learning and Performance Consultant in the training department. She looks forward to taking on this new role as Business Development Officer. "My goal is to create a personalized member experience while finding business solutions that not only create efficiencies but also drive business growth and productivity," stated Hoffer. "What energizes me most about this new position is the ability to build relationships, not only with members, but also within the communities we serve," she added.

Originally from Nappanee, Indiana, Hoffer holds a bachelor's degree in Consumer Science and Retailing from Purdue University, West Lafayette, Indiana. She currently resides in Goshen with her husband, Matt, and their daughter.

Interra, headquartered in Goshen, was charted in 1932 and has assets of $1.5 billion. The credit union's field of membership spans 18 counties in northern Indiana, with more than 300 full and part-time employees serving more than 86,000 members. Interra currently operates 16 offices in Elkhart, Kosciusko, LaGrange, Marshall, and Noble counties in Indiana and via a suite of robust electronic services at interracu.com.

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