Tom Berquist
Executive Vice President and Chief Marketing Officer

Tom Berquist has more than 30 years of experience in the financial services industry and has been with BECU since 1994. As chief marketing officer (CMO) of Washington's largest credit union, Tom is responsible for leading the organization's marketing, brand, digital marketing and analytics, internal and external communications, social impact initiatives, philanthropic efforts, affinity programs, and strategic planning. He is passionate about the cooperative model and how it can be applied to create innovative solutions that will help improve the financial well-being of BECU's nearly 1.4 million members and their communities.

During his tenure at BECU, Tom has held a variety of senior branding, marketing and product management roles, and also helped launch its People Helping People Awards program and annual Member Summit event. In addition, he spearheaded the development of BECU's initial brand strategy, which over time, has resulted in the credit union becoming a leading retail financial services brand in Washington.

Prior to becoming CMO, Tom served as vice president of strategic planning, where he supported the executive team and board as they developed the cooperative's strategic direction, including its entry into digital banking. Before that, he served as vice president of marketing research, where he was responsible for member, consumer and competitive research, as well as database marketing.

Prior to BECU, Tom was a personal banking officer at Bank of America.

Beyond the office, Tom is equally dedicated to giving back and serving his community. He currently sits on the boards of Housing Hope and Business Impact Northwest. Tom holds a Bachelor of Arts in Business from the University of Washington and a Master of Business Administration from Seattle University.

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