

Jason Rudman **Executive Vice President and Chief Member and Digital Experience Officer**



With more than 20 years of financial services experience, Jason Rudman serves as BECU's executive vice president and chief member and digital experience officer.

As chief member and digital experience officer, Jason oversees BECU's member journey across all channels, including its Neighborhood Financial Centers, Contact Centers, ATMs and digital, working to deliver a cohesive experience across all member touchpoints. He also leads Marketing and Communications.

Prior to BECU, Jason served as chief customer officer at Finance of America, where he led the strategy and teams focused on digital experience, marketing, brand, product development and strategic transformation. Before that, he held senior positions at USAA, KeyBank and American Express.

In his spare time, Jason is passionate about giving back to his community. He currently serves as a member of the board of directors of NeighborShare, an organization that partners with local nonprofits to identify pivotal needs that would otherwise go unmet. Rudman also co-founded the Alvin O. McCray and Jason M. Rudman Community College Scholarship with his husband in partnership with Point Foundation, the nation's largest LGBTQ scholarship-granting nonprofit that helps provide deserving college-bound students access to higher education.

Jason earned his Bachelor of Arts degree from Middlesex University of London and a Master of Business Administration degree from Baylor University.