



For Immediate Release

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Zubair Rana Named as PenFed's Chief Marketing Officer

ALEXANDRIA, Va., July 21, 2015—Zubair Rana joined [PenFed Credit Union](#) (PenFed) as its chief marketing officer. Rana will oversee all marketing and advertising operations for PenFed, which holds \$18.6 billion in assets, and is one of the largest credit unions in the country.

Rana joins the management team at PenFed after more than 17 years with Toyota Motor Sales, U.S.A., Inc. While with Toyota, he attained the position of regional vehicle field sales manager for the carmaker's Central Atlantic region, a 135-dealership network in a five-state area.

Rana's deep and extensive experience in marketing is expected to bring fresh perspectives on differentiating PenFed from other financial service providers.



Zubair Rana, Chief Marketing Officer at PenFed.

“Zubair is the latest in a series of hires that continues to add breadth and depth to PenFed's team. Placing talented professionals alongside each other on a winning team in a collegial, collaborative environment results in innovative thinking and amazing energy,” said James Schenck, president and CEO of PenFed.

“His experience in working closely with Toyota's dealership network and agency partners to conduct effective brand promotion campaigns in a highly competitive landscape will play a key role as we drive the PenFed brand deeper into the public's awareness.”

“Zubair comes to us with a keen understanding of business, finance and marketing. He's a proven leader with a track record of successes throughout his career, and I'm delighted with his decision to join Team PenFed,” said Schenck.

About PenFed

Established in 1935 as the War Department Credit Union, PenFed is one of the largest credit unions in the country, serving 1.3 million members worldwide; with nearly \$18 billion in assets. Its long-standing mission has been to provide superior financial services in a cost effective manner, while being responsive to members' needs. PenFed offers market-leading mortgages, automobile loans, credit cards, checking, and a wide range of other financial services with its members' interests always in mind. Serving a diverse population, PenFed offers many ways to become a member; including numerous employee groups and association affiliations. PenFed is federally insured by the NCUA and is an equal housing lender. PenFed does business in accordance with the Federal Fair Housing Law, the Equal Credit Opportunity Act, and is a member of NAFCU. *To learn more about PenFed, visit PenFed.org, like us on [Facebook](#) and follow @PenFed on [Twitter](#). Interested in working for PenFed? Check us out on [Linkedin](#). We are proud to be an Equal Opportunity Employer: M/F/V/D.*

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