



FOR IMMEDIATE RELEASE

Coast Central Credit Union Appoints Danielle Gruber as New Chief Financial Officer

Wednesday, October 9, 2024 – Eureka, CA – Coast Central Credit Union is proud to announce the appointment of Danielle Gruber, CPA, as its new Chief Financial Officer (CFO), effective October 15. As CFO, she will oversee the financial strategies and operations of the credit union, ensuring its continued success and service to its members. Gruber replaces Fred Moore in this role, following his recent promotion to President & CEO.

Gruber brings extensive experience in financial leadership to the organization, having held senior roles at major financial institutions, most recently serving as Director supervising Finance & Model activities for Bank of Montreal, working in the Bay Area. With her expertise in financial strategy, budgeting, and operational accounting, Danielle will be instrumental in steering Coast Central's financial operations as it continues to grow and serve its members across Humboldt, Del Norte, and Trinity counties.

Moore expressed confidence in Gruber's appointment: "In selecting a new CFO, we sought a candidate who not only possesses exceptional financial acumen but also understands and embraces the core values of our credit union. Our commitment to serving our members and community will be strengthened through this leadership transition, and we believe Danielle is the ideal person to help us achieve these goals."

Gruber shared her excitement about joining the credit union movement, stating, "I am thrilled to join Coast Central Credit Union and be part of an organization that prioritizes its members' financial well-being. I truly understand and appreciate the difference between a commercial bank and a community-based credit union, and I look forward to contributing to the credit union's mission of fostering financial growth and security for all its members."

Gruber is a graduate of University of California, Davis. Currently residing in the Bay Area with her husband and two young daughters, she is also looking forward to making Humboldt County her new home. "I've always had a love for the outdoors, and the opportunity to live in such a beautiful part of Northern California is something I'm very excited about," Gruber said. "I look forward to my family and I becoming entrenched in the Humboldt community and experiencing all that this unique region has to offer."

Coast Central Credit Union is the largest member-owned financial institution in the area, with \$2.1 billion in assets, 78,350 members, and operating 11 Member Services Branches throughout Humboldt, Del Norte and Trinity counties, including McKinleyville, open six days a week and Bayshore Mall, open seven days a week. Members also have free access to Online and Mobile Banking and a fee-free network of 30,000 ATMs nationwide. Individuals who live or work in any of the three counties may bank at Coast Central by visiting coastccu.org/join. More information is available at coastccu.org, facebook.com/coastcentral, [@coastccu](https://instagram.com/coastccu) on Instagram, and by calling (707) 445-8801.