



Interra Credit Union Promotes Heidi Hoffer

FOR IMMEDIATE RELEASE: January 31, 2025 – Brandon Yoder, Director, Head of Wealth Services, is proud to announce the promotion of Heidi Hoffer to Associate, Business Development Officer. In her new role, Hoffer will be responsible for acquiring new business memberships, offering Treasury Management services to create operational efficiencies, and providing tailored business solutions to meet the diverse needs of the community. She will also focus on networking within Interra’s footprint, building relationships with centers of influence, and partnering with Commercial/Ag lenders to expand full banking relationships for business members.

Hoffer’s extensive experience within the credit union is rooted in her passion for delivering exceptional service to businesses and maintaining strong relationships. She will continue to serve as a relationship manager, ensuring that existing business members receive a premium banking experience.

"I’m excited to step into this role and continue to grow within Interra," said Hoffer. "I’m passionate about helping businesses achieve their financial goals and providing solutions that help them thrive. I look forward to expanding my impact by strengthening business relationships and driving value for our members and communities."



Heidi Hoffer

Hoffer’s journey with Interra began in 2015 when she was hired as a Member Advisor Float. She quickly advanced into roles such as Senior Member Advisor, and later became a Member Advisor Trainer. After gaining valuable experience in training, Hoffer realized her desire to focus on business member relations and accepted the position of Business Development Officer in November 2021. This promotion to Associate, Business Development Officer marks a significant milestone in her career, aligning her passion for service with her professional aspirations.

Hoffer holds a degree in Consumer Sciences and Retailing from Purdue University, West Lafayette. In addition to her work at Interra, she is deeply involved in her community, serving as an ambassador for both the Goshen and Plymouth Chambers of Commerce and as a board member for Junior Achievement of Marshall County.

Outside of work, Hoffer lives in Goshen, IN, with her husband, Matt, and their 5-year-old daughter. She enjoys spending weekends with her family, attending sporting events, and keeping up with fashion trends.

About Interra Credit Union.

Interra Credit Union, headquartered in Goshen, Indiana, was chartered in 1932 and has assets of \$1.8 billion. The credit union’s field of membership spans 24 counties in northern Indiana, with more than 325 full and part-time employees serving nearly 90,000 members. Interra currently operates 16 offices in Elkhart, LaGrange, Kosciusko, Marshall, and Noble counties in Indiana and via robust electronic services at interracu.com.

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