



Interra Credit Union Promotes Brian Rook to Vice President, Senior Manager Talent, Performance and Development

IMMEDIATE RELEASE, March 5, 2025 – Andy Marshall, Chief Operating Officer, EVP, is proud to announce the promotion of Brian Rook to Vice President, Senior Manager Talent, Performance and Development. In his new role, Rook will oversee Learning and Development, Talent Acquisition, Compensation, and Internal Communications. He previously held the position of Vice President, Talent Performance, where he made significant strides in shaping the organization's approach to talent and performance. He is focused on continuing to support and develop talent at all levels of the credit union.

“I am particularly excited about the opportunity to help others realize and achieve their full potential,” Rook said. “Looking ahead, I am eager to spearhead new initiatives aimed at building and nurturing Interra's culture of growth and development.”

One of Rook's key accomplishments has been leading initiatives to launch LinkedIn Learning for all employees at Interra, in addition to launching the company's leadership development program.

Throughout his career, Rook has achieved numerous milestones that reflect his dedication to developing talent and improving organizational performance. He has been a guest speaker at prestigious industry events, including the Association for Talent Development, Human Capital Institute, Training Magazine, and the Global Followership Conference. Additionally, he has contributed articles to *Training Magazine* on topics related to talent and leadership development.

Rook holds a PhD in Adult and Occupational Education from North Dakota State University. In addition, Rook has earned the Certified Professional in Training Management (CPTM) certification and the SHRM-CP certification for Human Resources.

Beyond his work at Interra, Rook is deeply involved in his community. He volunteers annually with the YMCA Potawatomi Camp, providing leadership courses to young people. Additionally, Rook serves with the Dana Causey Foundation in Fort Wayne, where he helps provide leadership development opportunities for youth.

Rook lives in Fort Wayne with his wife Margery, daughter Molly (7), and their dog Tilly. In his free time, Rook enjoys playing music and woodworking. He is passionate about supporting professional growth, particularly for those who are underserved in their communities.

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.



Brian Rook



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For more information, contact Meegan D. Siegwarth, Vice President, Senior Marketing Manager
meegans@interracu.com or 574-534-2506 ext. 7159.