

NEWS RELEASE
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Ontario Provincial Police Credit Union names Bill Whyte new CEO

Barrie, ON, November 23, 2018: The Ontario Provincial Police Credit Union (OPPACU) welcomes Bill Whyte as its new Chief Executive Officer, effective December 17, 2018. Whyte succeeds long-time CEO Bryan Neely, who retires at the end of the year.

“Bill has extensive experience in the financial services industry’s credit union and banking sectors,” says Fred Bertucca, chair of the OPPACU board of directors. “We look forward to working with him and credit union staff to continue differentiating the OPPACU brand, expanding member relationships and growing deposits.”

Whyte is a senior financial services executive with over 30 years’ experience in the credit union and banking sectors. He has held senior executive roles at Northern Credit Union, Meridian Credit Union and CIBC, where he developed and implemented strategies to understand member needs, grow relationships and optimize the business.

His track record includes working with his teams to ensure each organization’s overall financial results and customer satisfaction while developing new leaders and supporting employee engagement. Whyte also has experience in marketing, product development and overall service offerings as well as planning and executing strategic programs.

Whyte has been a member of the Central 1 Advisory Council, the Northwest Ethical Investments Board and the Canadian Small Business Association for Credit Unions, among other advisory roles. His community participation includes leading fundraising for the United Way, partnering with Skills for Change to assist newcomers to Canada and promoting entrepreneurship with MaRS Innovation.

“The financial services industry is undergoing dramatic changes driven by member expectations, digital channels and new competitors,” Whyte says. “While these factors challenge all financial institutions, they also offer opportunities for us to continue to be relevant to our members. I look forward to getting to know the OPPACU team and developing our plans together for continued success.”