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**PRESS CONTACT:  
Audrey Cohen  
Epoch 5 Public Relations  
631/427-1713**

## **Bethpage Federal Credit Union Digital Strategist Named to Business '40 Under 40' Class of 2018**

**Bethpage, New York - February 15, 2018** - Michael Curran, who is in charge of Digital User Experience for Bethpage Federal Credit Union, has been named to *Long Island Business News*' "40 Under 40" Class of 2018. Curran has been instrumental in planning and implementing Bethpage's digital strategy, including its new website and online banking tools.

The Elwood, NY, resident was selected as one of Long Island's top 40 accomplished young professionals. An Assistant Vice President with Bethpage, Curran was inducted into the distinguished group at an awards dinner at the Crest Hollow Country Club on February 8. Since 1998, *Long Island Business News* has selected outstanding "under-40" future leaders from Long Island's business, government, education, and not-for-profit sectors.

At Bethpage, Curran plays a leadership role not only in ensuring that the credit union's 337,000 members can seamlessly connect through their mobile and desktop devices, but that their experience is simple, fast, convenient, and secure.

"Bethpage has made a strong commitment to give our members the best digital tools we can make available," said Bethpage Senior Vice President Linda Armyn. "Michael is helping to lead us into a future in which members can use our online and mobile banking platform to do everything online that they can do in our 35 branches."

As the head of Digital User Experience and a Solutions Architect at one of the region's fastest growing financial institutions, he's among an elite group of digital strategists in this region who are redefining how customers connect to and engage with their "virtual branch."

At Bethpage since 2011, Curran has played an integral role in establishing and improving the 75-year-old organization's robust digital assets. The credit union gets more than 850,000 monthly visits to its website, including 250,000 unique visitors, and has 150,000 active online banking and services users.

"My role is to consistently create exceptional member experiences," said Curran. "Our digital tools must be available 24/7, easy to access, simple to use, and secure. But, most of all, they must be designed from the users' viewpoint and what works best for them."

Curran has more than over 15 years of experience in digital marketing, interactive strategy, systems architecture and user-driven design. Prior to joining Bethpage, he ran his own digital marketing company, working with dozens of diverse customers -- everything from medical practices, to restaurants, to plumbers. "I had to be able to very quickly understand what the business was all about, who the customers were, and how they could be reached and influenced," said Curran, who holds a Master's of Science Degree in Marketing with a focus in Internet Studies.

Curran is a native of Huntington and graduated from Huntington High School.

Bethpage Federal Credit Union is a premier community financial institution committed to enriching the lives of its members, employees and the communities it serves for the past 75 years. Bethpage is the largest credit union in the Northeast Region, as well as 16<sup>th</sup> in the nation. Bethpage is a federally chartered credit union who is open to new members that open a membership account with \$5 dollars. As a financial cooperative, Bethpage offers the best-in market rates, low fees and world-class service, and a full menu of personal and commercial financial services.

On Long Island, Bethpage maintains branch locations in Albertson, Baldwin, Bay Shore, Bay Shore King Kullen, Bethpage, Centereach, Central Islip, Commack King Kullen, East Meadow NuHealth Medical Center, East Northport, Elmont, Farmingdale, Freeport, Glen Cove, Hempstead, Huntington, Levittown King Kullen, LIU Post (Brookville), Long Beach, Lynbrook, Massapequa, Melville, Mineola, North Babylon, Patchogue, Port Jefferson, Riverhead, Roosevelt, Seaford, Smithtown, Valley Stream King Kullen, West Babylon and Westbury. In New York City, Bethpage maintains a branch location at 111 W 26<sup>th</sup> Street. Bethpage also offers over 500 surcharge-free ATMs in King Kullen, CVS

Pharmacy and Costco locations. For more information on Bethpage's robust portfolio of banking, borrowing, and investment services, visit [www.lovebethpage.com](http://www.lovebethpage.com) or call 1-800-628-7070.

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