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LAFCU welcomes new additions to its marketing team

LANSING, Mich. — LAFCU has announced the addition of two new team members to its marketing department, Eric Newman as data analyst and Matthew Eleweke as user experience (UX) designer.

Eric Newman, a resident of Grand Ledge, joins LAFCU as a data analyst, where he plays a key role in supporting strategic decision-making by mining and interpreting data, developing visualizations, and identifying trends to inform product development, marketing and business goals.

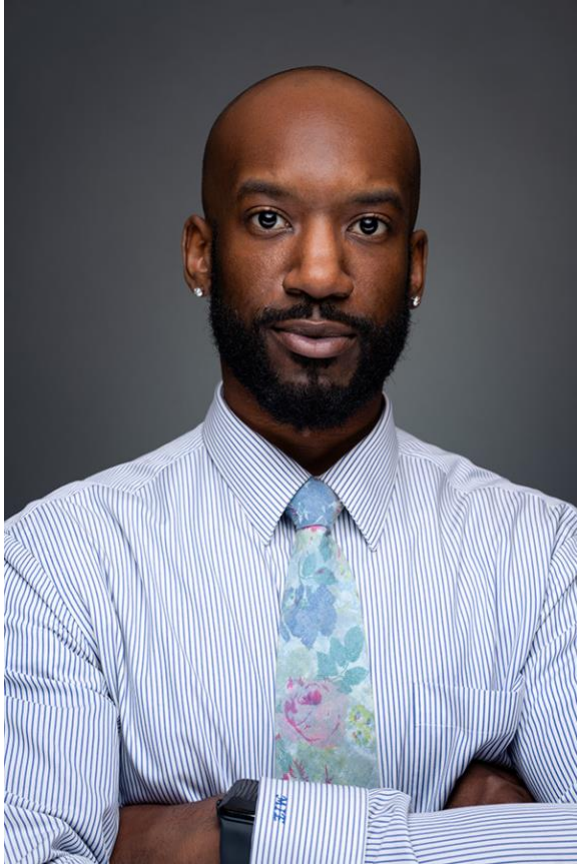
He brings several years of credit union experience in financial analysis, core systems and marketing research, as well as more than nine years of experience in data and financial analyst roles. Prior to joining LAFCU, Newman served as a financial analyst for a credit union based in Jackson, Michigan.

“I’m committed to creating data-driven clarity so every decision we make empowers LAFCU members on their financial journeys and reflects our dedication to people helping people,” Newman shared.

Matthew Eleweke, of Lansing, joins the credit union with more than six years of experience in UX design, graphic design and marketing. As UX designer, he is responsible for creating user-friendly digital experiences and ensuring consistent branding across all platforms.



Eric Newman



Matthew Eleweke

Prior to joining LAFCU, he served as marketing and media manager for Veterinary United, where he led marketing metrics and strategy for 25 veterinary clinics. Eleweke holds a bachelor's degree in advertising management from Michigan State University and earned a UX Design Professional Certificate from Google.

“At LAFCU, we have a real opportunity to reinvent what a credit union can be in the digital age,” Eleweke said. “It’s not just about streamlining transactions — it’s about designing meaningful, intuitive experiences that build trust and empower financial growth. My goal is to help shape a digital ecosystem where every member feels seen, supported and in control of their financial journey. We’re not just improving interfaces; we’re creating a future where technology strengthens human connection.”

About LAFCU

Founded in 1936, LAFCU (pronounced laugh-cue) is a not-for-profit, member-owned credit union open to all who live, work, worship or attend school in Michigan, and to Michigan businesses. LAFCU serves more than 74,000 members and holds over \$1 billion in assets. With a particular focus on serving people of modest means, LAFCU is committed to enhancing its members' financial well-being and creating long-lasting positive change across generations. Awarded the prestigious Dora Maxwell Social Responsibility Community Service Award, LAFCU is known for its people-helping-people mission, which has led to award-winning financial literacy programs for all ages. A three-time honoree as a national ‘Best Credit Union to Work For’ and recognized globally for its diversity, equity, and inclusion initiatives, LAFCU stands out for its commitment to creating an inclusive workplace. Learn more at www.lafcu.com.

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