



FOR IMMEDIATE RELEASE

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Datava Welcomes Aaron L. Bedingfield as Senior Vice President of Solution Engineering

Wheat Ridge, Colorado. – Tuesday, May 16th, 2023— Datava, a member relationship management and business intelligence platform for credit unions, is pleased to announce that Aaron L. Bedingfield has accepted the position of Senior Vice President of Solution Engineering, effective May 8, 2023. Mr. Bedingfield brings with him more than 15 years of experience in the credit union and banking industry.

As SVP of Solution Engineering, Mr. Bedingfield will be responsible for Policy Alignment, Security Procedures, Partner Relationships, and Client Success Development and Engagement. He graduated from Southern Nazarene University in Tulsa, OK with an MBA in 2016 and a BS degree in Organizational Leadership/Ethics in 2014. Additionally, he is currently pursuing his Ph.D. in Technology & Innovation Management with an emphasis on Cyber Security. Mr. Bedingfield also served in the United States Army as an Indirect Fire Infantryman (11C), Unit Level Communications Maintainer (31V), and Computer Programmer (74F) among many other duties.

Prior to accepting this position, Mr. Bedingfield served as the Chief Technology Officer for Firstmark Credit Union in San Antonio, TX. Mr. Bedingfield brings experience and a proven track record of success in areas such as Policy, Process Management, IT Operations & Project Management, and Cyber Security Incident Mitigation.

"We are thrilled to have Aaron join our team as Senior Vice President of Solution Engineering," shared Gordon Flammer, CEO of Datava. "His extensive experience and expertise in the credit union industry, coupled with his strong educational background, knowledge, skills, and abilities, make him an invaluable asset to our organization."

Mr. Bedingfield will be working remotely and traveling to meet employees and clients as needed. He can be reached by cell phone at (918)906-6705, via TEAMS, and at ABedingfield@DATAVA.com.

Datava is confident that Mr. Bedingfield is an excellent fit for this role and will be a strong asset to the organization. Mr. Bedingfield, his wife Dulce, and their standard poodle, Dixie the Wonder Dog, are all excited to be joining the Datava Team.

Take a moment to learn more about Datava at www.datava.com, review our booklet [here](#) or call (720) 837-3177 for more information. Datava is located at 3440 Youngfield Street, Suite 361. Wheatridge, CO 80033.

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About Datava

Datava combines data integration, curation and analysis with relationship management, data visualization, and workflow tools to provide a suite of Member Relationship Management (MRM) and Business Intelligence solutions, built specifically for credit unions. Datava enables credit unions to deepen member satisfaction, grow revenue, reduce manual processes, and increase employee productivity without requiring any internal management, and at half the cost of any other solution on the market. Datava's modules include MRM, Profitability/ROI analysis, Sales Performance/Goal/Incentive Reporting, Member Onboarding, Problem Resolution, Learning Management, Campaign Success Measurement, Predictive Analytics, Referral Management/Success Measurement, Indirect Lending, SEG Management, Financial Reporting and more. On average, Datava's clients achieve an impressive 20% increase in new loan dollars and 50% increase in cross-sell.

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