



Corporate Federal Credit Union

News Release

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FOR IMMEDIATE RELEASE

Alloya Appoints Tracy Lafferty as CEO of QCash Financial

Naperville, Ill. (May 2, 2024) – Alloya Corporate FCU announced today that Tracy Lafferty has been named the Chief Executive Officer of QCash Financial, LLC, a wholly owned credit union service organization (CUSO) of Alloya. Effective immediately, Lafferty replaces Seth Brickman.

“All businesses go through a life cycle, which can require a different leadership style at each phase,” said Todd Adams, CEO of Alloya. “Over the past three years, Seth and his team have led QCash through a period of significant growth and have greatly raised awareness within the credit union community about the value of equitable and inclusive lending delivered through an innovative mobile technology experience. QCash now enters the next phase with a continued focus on growth while maturing its back-office operations. We wish Seth the best in all future endeavors.”

Lafferty also serves as the corporate’s Chief Financial Officer, a role she has held since 2020. She will continue to serve as CFO as she steps into a leadership role at QCash.

“Credit unions’ interest in QCash has never been greater and we look forward to continuing to identify opportunities to enhance the platform while maintaining the high level of service our members currently enjoy. I am honored to be taking on this role and look forward to supporting this high-performing team,” said Lafferty.

About Alloya Corporate Federal Credit Union

Alloya provides cooperative financial services to 1,400 member credit unions and credit union entities nationally. Together, the member-owners of Alloya wield aggregated power to gain access to affordable, comprehensive products and services – including payments, liquidity, investments and member solutions – to give each credit union a strategic advantage in the marketplace. The team of 200 professionals at Alloya view themselves as an extension of the credit unions they serve, ensuring that each credit union’s best interest is always at heart. In addition to the support Alloya provides its membership, the corporate supports multiple credit union leagues and associations throughout the country and gives back to local communities nationwide through charitable donations. Visit www.alloyacorp.org to learn more.

About QCash Financial, LLC

QCash Financial’s relationship-based lending enables credit unions to help their members when they face financial challenges from life events. The CUSO’s lending platform allows credit unions to offer small-dollar loans to their members anytime, anywhere on any device. From application to funding, the process is complete in under 60 seconds, no credit check required. The QCash platform is the best tool for advancing financial inclusion and access for credit union members. QCash Financial is a wholly owned CUSO of Alloya Corporate Federal Credit Union. Visit www.qcashfinancial.com to learn more.

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