

## Lower East Side People's Federal Credit Union Names Aissatou Barry-Fall as Its New President/CEO



New York, NY – November 1, 2020 - The Board of Directors of Lower East Side People's Federal Credit Union (LES People's) is pleased to announce the appointment of Aissatou Barry-Fall as the credit union's new President/Chief Executive Officer.

LES People's is a nationally recognized leader in the community development credit union movement. Founded in 1986, the credit union's mission is to promote economic justice and opportunity, by providing high quality, affordable financial services and community development investments in low-income, immigrant, and other underserved NYC neighborhoods. The credit union serves a diverse membership and operates branches in Manhattan's Lower East Side, East Harlem, and Staten Island's

North Shore. It has nearly \$70 million in assets and since inception has made over almost \$120 million in housing, small business, and other loans to members.

"Aissatou brings a deep understanding of our credit union and unparalleled commitment to our mission and members," said Deyanira Del Rio, who chairs the LES People's board of directors. "We are grateful for Aissatou's leadership and thrilled that she is at the helm of our growing cooperative, as we rise to meet the challenges of the moment and advance our economic justice mission."

Ms. Barry-Fall's personal story is one that aligns closely with the members the credit union works so hard to serve. She began her career with Lower East Side People Federal Credit Union as a Teller almost 30 years ago after connecting with the credit union through their community outreach efforts. A good mentor showed her the possibilities with the credit union, and Aissatou's commitment, expertise, and drive led her to continue to move through the organization as their Fiscal Officer, Operations Manager, Chief Financial Officer and now as their newly appointed President/CEO.

"It's been an honor and privilege to work with the LESPFUCU family for the past 30 years. As the new CEO, I look forward to working with the Board and my colleagues to continue delivering the necessary services to improve the lives of our member and the communities we serve. I will always continue the fight we believe in, financial and social justice for all," said Ms. Barry-Fall.

Ms. Barry-Fall is a long-time resident of NY and hold a bachelor's in finance from the College of Staten Island, Staten Island, NY.

Humanidei + O'Rourke partnered with the credit union and candidate in their selection process, helping them confirm ideal leadership traits, consider the strategic opportunities for the future, and identify the path forward that would best serve their membership and their mission.