



**FOR IMMEDIATE RELEASE**

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## **BayPort Credit Union Announces New Executive Promotion and Appointment**

**NEWPORT NEWS, Va., June 10, 2025** – BayPort Credit Union has announced a promotion and a new appointment within the organization’s Executive leadership team. Craig Zuidema has been promoted from Vice President of Consumer Lending to Chief Lending Officer. Additionally, BayPort welcomes Biren Sasmal to the new position of Vice President of Payments and Deposit Solutions.

“Craig has been an instrumental part of our lending operations and has helped drive growth across our business for more than a decade. Additionally, we are thrilled to welcome Biren to our team. We are confident his expertise will help us deliver secure, future-ready financial solutions to meet the evolving needs of our members and community,” said Jim Mears, President/Chief Executive Officer.

Zuidema has been with BayPort for more than 10 years, most recently serving as Vice President of Consumer Lending. In his new role as Chief Lending Officer, Zuidema will oversee the credit union’s collections activities, as well as consumer, business and mortgage lending operations. Zuidema is a credit union industry professional with over 32 years of experience in consumer lending, sales, and account management. Prior to joining BayPort, he was Vice President of Lending for ABNB Federal Credit Union and an Account Vice President for CUNA Mutual Group. Zuidema holds a Bachelor of Science in Business Administration and a Master of Business Administration from Old Dominion University. Zuidema is also a Certified Credit Union Executive.

Sasmal joins BayPort in the new role of Vice President of Payments and Deposit Solutions, where he will lead the strategic development and execution of payment systems and deposit operations. Sasmal brings more than 25 years of experience in operational efficiency, regulatory compliance, and risk mitigation across complex financial operational environments. Most recently, he served as Senior Vice President at Citibank. Sasmal holds a Bachelor of Science in Computer Science from Indian State University and has completed the Executive Leadership Program at Stanford University.

BayPort is pleased to announce this promotion and appointment, effective immediately.

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### **About BayPort**

In 1928, 12 shipyard workers from Newport News Shipbuilding formed an organization with a specific purpose as a low-interest source of loans and a trusted place to deposit money. Today, BayPort Credit Union is rated a Superior 5-Star Credit Union by Bauer Financial, managing \$2.6 billion in assets and servicing over 154,000 individuals and businesses with 29 branch locations across the Virginia Peninsula and Southside communities.



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