



Renu Dalessandro – Chief Marketing Officer, NEFCU

Marketing leader joins NEFCU

By: Bernadette Starzee ⌚ July 19, 2019

Westbury-based credit union NEFCU tapped executive Renu Dalessandro to fill its top marketing role.

The long-time banking executive will oversee all aspects of marketing and community- and member-focused initiatives for the credit union, which has nearly 200,000 members. She is also responsible for the sales, training and branch operations areas.

Dalessandro joined NEFCU from Popular Bank US in Manhattan, where she was head of marketing (U.S.) for more than four years. Under her watch, the bank successfully executed a corporate rebranding in early 2018, and she was a key player in leading the ongoing transformation of the digital bank concept, the bank's branches and its marketing approach.

Prior to her time at Popular Bank, Dalessandro served as first vice president of marketing for Sterling National Bank from 2006 to 2014. She was previously an assistant vice president of marketing at Astoria Financial Corp. for five years. She holds a Bachelor of Science from St. John's University.