



## **Rick Eiel**

### **Executive Vice President and Chief Data and Analytics Officer**



With over 30 years of experience in the consumer financial service industry, Rick Eiel currently serves as BECU's executive vice president and chief data and analytics officer.

As chief data and analytics officer of Washington's largest credit union with more than 1.3 million members, Rick is responsible for developing and enabling enterprise data, analytic and insight capabilities that will inform and accelerate the credit union's business strategies, execution and performance.

Prior to BECU, he served as the head of Product and Analytics for Equifax, where he managed the direct-to-consumer digital platform, credit monitoring and identity protection products. He introduced new capabilities and product features, including the launch of a new Credit Card Marketplace and Equifax's first fully translated online Spanish Credit Report.

Before that, Rick held leadership positions at Wells Fargo and JPMorgan Chase. He is experienced in building high performing teams that leverage data and analytics to create actionable insights that benefit consumers and drive business outcomes.

Rick earned his Master of Business Administration, with concentrations in Information Systems and Economics, from New York University's Leonard N. Stern School of Business.