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Corelation Elevates Rob Landis to Chief Executive Officer, Theresa Benavidez Named CEO Emeritus

SAN DIEGO - January 13, 2025: Corelation, Inc. kicked off the new year by announcing a change at the top of the organization, as Rob Landis has been named its Chief Executive Officer. Former COO Landis has been with the company since its 2009 inception, and spent the last three years serving as President for the core software provider. He succeeds long-time leader and industry icon Theresa Benavidez, who served as President/CEO of Corelation for its first dozen years of existence before dividing her title and responsibilities at the outset of 2022 as a part of their succession plan.

“I am deeply honored by the opportunity to lead this incredible organization,” said Landis. “It is not lost on me how fortunate I am to inherit a company filled with talented, dedicated individuals aligned by a culture of excellence in service. There is so much we can accomplish, and I look forward to giving everything I have to the pursuit.”

Benavidez will remain with Corelation as CEO Emeritus, an advisory position that will allow her to continue pursuing her passion for mentorship, as well as for building strong relationships with client and vendor partners.

“I’ve dedicated my career to creating a space where people can feel a sense of belonging, where they can do their best work in service of others,” said Benavidez. “I truly believe that Corelation has accomplished that vision, and I am honored to have played a part in getting us here. And now I’m excited to pass the torch to a highly capable CEO and an exceptional executive team; I have no doubt that the great work will continue.”

Landis takes the helm in Corelation’s fifteenth year of selling and supporting the KeyStone core platform, a system currently running at over two hundred credit unions and with dozens more lined up

for conversion. Those clients are supported by a staff of over four hundred associates, each contributing to the momentum of the fastest growing client community in the credit union industry.

About Corelation, Inc.

Based in San Diego, CA, Corelation is the innovative core processor for today's credit union. This solution is a person-centric system that empowers credit unions to offer the best member service possible, enhancing their value for member attraction and retention. In terms of industry experience, Corelation's staff has dedicated their careers to creating core systems and providing unparalleled client service. For more information, visit www.corelationinc.com.

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Corelation President/CEO Rob Landis



Corelation CEO Emeritus Theresa Benavidez