

Elizabeth McNeal Joins Park View Federal Credit Union as Director of Strategic Marketing

Harrisonburg, VA –Elizabeth McNeal has joined Park View Federal Credit Union as the Director of Strategic Marketing. She will provide leadership and strategic direction for all of PVFCU’s communications, market research, brand management and public relations initiatives.

“Elizabeth brings a wide range of marketing, sales and strategic planning experiences from across the healthcare, senior living, and poultry industries,” said Sergey Primbetov, Director of Member Relations. “We are excited to have Elizabeth in this new position, and look forward to her work in helping to advance our strategic priorities and initiatives.”

Elizabeth holds a Masters of Business Administration (MBA) from Eastern Mennonite University and received her Bachelor of Science degree in Business Administration from Bridgewater College. Elizabeth and her family reside in Dayton, VA.

