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PARC Street Partners Adds Two to Team of Executive Benefits Consultants

Credit union industry veterans Uma Zielinski and Jason Berman share the PARC Street value of exceptional service.

Syosset, NY – January 8, 2025 – PARC Street Group is thrilled to announce the addition of two Executive Benefits Consultants to the PARC Street Partners team. Both Uma Zielinski and Jason Berman are credit union industry veterans who value relationship-building and customer service excellence, making them a perfect fit for their new roles.

“I am excited to join such a talented team at PARC Street Partners and have appreciated their white glove focus on taking care of clients as we partnered together in past years,” Zielinski says. “Their commitment to core values stood out as I considered my options. I look forward to contributing to the firm’s success and serving our clients.”

Most recently, Zielinski was Regional Vice President with Strategic Resource Management (SRM). Before that, she was a Business Development Executive at Deluxe Corp, making 18+ years in the financial services industry.

PARC Street Partners client Jay Sigler, President/CEO of CinFed Credit Union, says the professionalism and dedication Zielinski showed clients in her role at SRM is a perfect fit for PARC Street Partners’ commitment to exceptional service.

Berman shared “As I considered options for my last career move, it became abundantly clear that PARC Street Partners was the right fit. Culture is a big factor for me. Knowing the team for many years and spending more time with them over the last few weeks really excites me and I am ready to start this journey!”

Berman also served as a Regional Vice President with SRM where Jason & Uma both led sales teams. Before that, he led a regional team for Harland Clarke, held a sales role at Kodak and also worked at Washington Trust Bank. Berman proudly notes that his three sons also work in the credit union industry!

"PARC Street Partners is a great fit for Jason," says PARC Street Partners client Scott Mitchell, President/CEO of HAPO Community Credit Union. "The team at PARC Street Partners is already top-notch, and this addition only makes it better. Much of our business is about building relationships and partnering with people and companies that deliver on what they say they can do. Jason and PARC Street Partners both have a history of doing just that. I am looking forward to the future and continuing to work with the great team at PARC!"

"We feel extremely fortunate to bring on two more Executive Benefits Consultants who are so well-respected and have proven track records in the credit union industry," says Bruce Smith, a partner in PARC Street Group, the parent organization for both PARC Street Partners and PARC Compensation Consulting (parccompensation.com). "Uma and Jason both have deep relationships with their credit union clients. We feel they are a perfect complement to our team and bring additional breadth and depth to many facets of the credit union industry. My partner, Chris Jones, and I have intentionally built our team to encompass professionalism and a myriad of credit union knowledge. We challenge any other executive benefits firm to say they have more industry experience than us. Our entire team is excited to welcome them to PARC Street Partners."

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****About PARC Street Partners****

The team at PARC Street Partners has spent decades serving credit unions that want to attract and retain top talent through benefits packages that motivate their leaders without burdening their members' resources.

As experts in Supplemental Executive Retirement Plans (SERPs) and Split Dollar plans, they design benefits packages that credit unions can afford, and leaders can't afford to miss out on.

Their experience has helped them learn the plans that help credit unions the most. That experience, along with their commitment to radical service (lightning responsiveness, extreme customization, white-glove support), have made them a trusted resource. They are relied upon by the hundreds of clients who call them partners.

****About PARC Street Group****

PARC Street Group is a leading consultancy providing specialized services across a range of sectors. With a focus on delivering innovative and practical solutions, PARC Street Group has built a reputation for excellence and client satisfaction.

Uma & Jason can be contacted directly at uzielinski@parcstreetpartners.com and jasonberman@parcstreetpartners.com, respectively.

