

AMBER DIBERNARDO

Vice President, Marketing

MARKETING / CAREER EVOLUTION / LEADERSHIP



creditWOUunion

RESILIENCE AT WORK AND IN LIFE

ABOUT AMBER DIBERNARDO

Amber's personal and professional biography is the story of pushing through difficulties to build a future for herself and her family, through perseverance and meeting challenges head-on.

Education

After overcoming devastating obstacles in her young life, Amber worked her way through college to graduate magna cum laude from California State University, Sacramento with Bachelor of Science in Business Marketing and earned the Outstanding Student in Marketing Award.

Building on Experience

After persevering through the 2008 recession, as well as other challenges, Amber landed an entry level position at SAFE Credit Union that paired her marketing experience with her project management acumen. By implementing changes, building relationships and becoming an expert and leader, Amber now holds an executive level position as VP of Marketing at SAFE Credit Union.



MEDIA INQUIRIES OR SPEAKING OPPORTUNITIES

SAFE Credit Union Communications
Department

comms@safecu.org

More Challenges Ahead

While Amber's career and professional development holds high importance in her life they do not compete with her role as mom and wife. Amber's son Max loves superheroes but the true hero is Max who is currently fighting his own battle with cancer, diagnosed at age 3. Balancing the emotional load, the medical appointments, and running a successful department is a challenge Amber didn't realize she'd been training for her whole life. She doesn't do it alone — her support system includes her husband, daughter Avery (a very precocious and fashionable 5 year old), her mom, community, friends, and co-workers.

Metaphorically Amber has found ways to make lemonade out of life's lemons and in reality, Amber and Mark, her husband of 20 years, brew beer out of malt and hops. Their passion for finely crafted brews helps them stay grounded in life's simple pleasures.

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