



I'M SPEAKING AT FinovateFall

Join me for the **Power Panel** on
open banking and the impact of AI.
September 10 at 12:35 p.m. ET | New York



Mirella Reznic, CEO
Farmers Insurance Federal Credit

September 8-10, 2025 | New York

Burbank, CA – August 26, 2025 — Farmers Insurance Federal Credit Union (FIGFCU) is proud to announce that President and CEO Mirella Reznic will be a featured panelist at this year's **FinnovateFall** conference, on September 10, 2025, one of the premier events in financial technology and innovation.

Reznic will take the stage on the **Power Panel: "What Are the Compelling Use Cases for Open Banking for U.S. Financial Institutions? How Could AI Take the Industry Beyond Open Banking?"**, where she will join industry leaders to discuss how open banking is transforming the financial services landscape and the pivotal role artificial intelligence will play in its future.

The panel will explore:

- What are the key benefits of open banking, and why is it essential for the financial ecosystem?
- What lessons can U.S. financial institutions learn from the success of open banking in Europe?
- What are the most promising use cases?
- How can open banking enhance customer experiences, innovation, and drive GDP growth?



- What are the technology and regulatory challenges U.S. institutions face with open banking, and how can they overcome them?

“As credit unions and banks evolve to meet the expectations of today’s digitally savvy consumers, open banking isn’t just a competitive advantage—it’s a necessity,” said Reznic. “I look forward to sharing how FIGFCU is embracing AI and data-sharing frameworks to better serve our members with transparency, security, and personalized value.”

With a proven track record in advancing technology-driven strategies at leading financial institutions in the U.S. and internationally, Reznic brings a unique perspective on how member-first institutions can innovate responsibly and equitably in the open banking era. Under her leadership, FIGFCU has made significant strides in leveraging data and digital tools to deepen financial wellness and operational agility.

The FinnovateFall panel is expected to draw executives, technologists, and regulators seeking to understand how the financial ecosystem can collaborate to responsibly unlock the full potential of open banking and artificial intelligence.

Event Details

Panel Title: Power Panel – *“What Are the Compelling Use Cases for Open Banking for U.S. Financial Institutions? How Could AI Take the Industry Beyond Open Banking?”*

Panel Date: September 10, 2025, at 12:35 p.m. ET

Event Date: September 8-10, 2025

Location: FinnovateFall 2025, The Marriott Marquis Times Square, New York, New York

For more information about Mirella Reznic or FIGFCU’s innovation strategy, please visit figfcu.org.

About Farmers Insurance Federal Credit Union

Farmers Insurance Federal Credit Union (FIFCU) has been taking care of the financial needs of Farmers employees, agents, district managers and their families for almost 90 years, currently serving more than 63,000 members with approximately \$1.5 billion in assets. As a non-profit financial institution, its members are their owners. FIFCU offers higher savings yields and lower loan rates than traditional financial institutions. Service is their number one priority. To learn more, visit figfcu.org.

**About FinovateFall**

FinovateFall, September 8-10, 2025, New York, NY, is a premier fintech conference that brings together top innovators, financial institutions, and technology providers. The event showcases cutting-edge solutions through live demos, expert panels, and networking opportunities. It highlights trends shaping banking, payments, AI, and open finance in the U.S. and globally. Attendees gain insights into the future of financial services and how to drive real-world transformation. To learn more, visit informaconnect.com/finovatefall.

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