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Blake joins HarborOne Bank as senior vice president, chief marketing officer

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According to James Blake, president and CEO of HarborOne Bank, Dave Tryder has joined the bank as the new senior vice president, chief marketing officer.

Tryder has an extensive marketing background, beginning his career at BayBank as a branch manager and ultimately as a Product Manager for ATM and online banking. He then spent 5 years in a consultant role at marketing agencies, and most recently worked for Dunkin Donuts' in relationship marketing ultimately leading their digital strategy group.

At HarborOne, Tryder is responsible for planning, directing and coordinating the marketing of HarborOne's products and services.

Active in the community Tryder is a Youth Sports volunteer, having served as a baseball and basketball coach, as well as on the board of directors for Mansfield Youth Baseball. His professional affiliations formerly include the board of directors for the Retail Gift Card Association.

He holds a bachelor's degree in Business Administration, from the University of New Hampshire and a master's degree in Business Administration from Babson College in Wellesley, Mass.

With \$1.9 billion in assets, HarborOne Bank is the largest co-operative bank in New England. HarborOne Bank serves the financial needs of consumer and business banking customers throughout Massachusetts through a network of 14 full-service branches, and a mortgage office in Centerville. HarborOne also operates a limited-service branch at Brockton High School and 13 free standing ATMs in addition to an ATM at every full-service branch. It received its 5th consecutive "Outstanding" rating for performance on the Community Reinvestment Act (CRA) from the Massachusetts Division of Banks.

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