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*Pictured: Laura Stridiron, TDECU Director-Marketing Planning*

## **For Immediate Release: TDECU Adds Stridiron to Marketing Team**

**(Lake Jackson, TX)** – TDECU is pleased to announce the addition of Laura Stridiron to the organization as Director-Marketing Planning. Recognized as a global branding and business model transformation leader, Laura will assist Houston’s largest credit union by creating actionable business plans. “Laura’s expertise in process development, planning and strategy will be a great asset to TDECU’s digital transformation,” notes Tim Bennett, Vice President and Chief Brand Officer.

Prior to joining TDECU, Laura was the Senior Business Director for [Honeywell’s UOP](#) division – a leading international supplier and technology licensor for the petrochemical production and major manufacturing industries. Laura brings additional experience in process and lifecycle business solutions from [TAS Energy, Inc.](#), [Danaher Corporation](#) and [Ingersoll Rand Company](#).

Laura received a master of business administration from [Indiana University’s Kelley School of Business](#) in Bloomington. Additionally, she received a bachelor of science in mechanical engineering from [Virginia Tech](#) and earned a Lean Six Sigma Green Belt Certification.

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## **About TDECU**

Founded in 1955, TDECU is a not-for-profit financial cooperative with more than 270,000 Members and over \$3 billion in assets. TDECU currently has 42 service locations, including 36 Member Centers, and offers a complete selection of convenient, innovative, and competitive products and services, including a full suite of deposit products as well as mortgage, auto and personal loan products, online and mobile banking. TDECU also offers, through its subsidiaries, retirement planning and wealth management, personal and business insurance products. Members can also access a worldwide network of over 55,000 surcharge-free ATMs. For more information visit [TDECU.org](https://www.tdecu.org) or call 800.839.1154.

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