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*Krista Thompson, appointed as Product & Channel Support Director for TDECU – Your Credit Union.*

## **For Immediate Release: Krista Thompson Joins TDECU as Director of Product & Channel Support**

**(Lake Jackson, TX)** — [TDECU – Your Credit Union](#) announces the addition of Krista Thompson to the organization’s management team. Thompson, an accomplished and inspirational leader, joins the \$3.2 billion organization as Director of Product & Channel Support. In her role, Thompson will draw on more than 20 years’ experience and demonstrated success leading, building and inspiring high-performance teams, as she develops products and channel access designed to improve the overall Member Experience across TDECU’s service areas.

In her new role, Krista will utilize her exceptional leadership philosophy and proven skill set in positive change management to stay focused on the heart of our credit union – the Member-owners.

Prior to joining TDECU, Thompson was Director of Sales & Service for Rocklin, California-based First Tech Federal Credit Union, where her notable accomplishments included increasing bench strength of the organization’s management team, doubling deposit growth year over year, and exceeding goals in all measured categories. Additionally, Thompson’s tenure in the financial services sector includes Golden 1, Achieva Credit Union and Key Bank, amongst others.

Krista attended Metro State University of Denver and the School of Banking at BAI in Madison, Wisconsin.

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## **About TDECU**

Founded in 1955, TDECU is a not-for-profit financial cooperative with more than 303,000 Members and over \$3.2 billion in assets. TDECU currently has 40 service locations, including 33 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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