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Jennifer Dominiquini, SVP, Chief Digital Experience Officer, TDECU

For Immediate Release: Jennifer Dominiquini Joins TDECU as SVP, Chief Digital Experience Officer

(Lake Jackson, TX) — [TDECU](#) is pleased to welcome Jennifer Kelly Dominiquini as SVP, Chief Digital Experience Officer. In this leadership role, Dominiquini will cultivate and drive an industry-leading digital and remote member experience in pursuit of the credit union's strategic goals for digital delivery growth and Member satisfaction.

A seasoned and results-oriented marketing, strategy, digital and client experience executive, Dominiquini comes to TDECU most recently from BBVA USA in Houston, where she served as Chief Marketing and Digital Sales Officer. Prior to her role at BBVA, Jennifer held positions as Chief Marketing Officer for brands including Evite, BuySeasons, Kmart and Sears. Dominiquini started her career in consulting providing strategy, brand, marketing and innovation solutions for clients in both Europe and the Americas.

Dominiquini earned her Master of Business Administration from the University of Chicago, where she was an award winner in the Global Leadership Program. She also holds a bachelor's degree from the University of Scranton and was a Fulbright Scholar in international business to Uruguay.

"Jennifer comes to us a well-seasoned, business-savvy strategist, ready to innovate and deliver an exceptional digital experience for our Members," noted TDECU Chief Growth, Strategy and Marketing Officer, Alex de la Cruz. "Jennifer is a great fit for our team – and someone whose expertise will ensure we are poised for what's next for our growing credit union."

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About TDECU

Founded in 1955, TDECU is a not-for-profit financial cooperative with more than 325,000 Members and over \$3.4 billion in assets. TDECU currently has 37 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 or call (800) 839-1154.

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