



Media Contact:
Merideth Miller, M2 The Agency
281.882.3045
pr@m2theagency.com



Inge Burch, VP Product Management, TDECU

For Immediate Release: Inge Burch Joins TDECU as VP, Product Management

(Lake Jackson, TX) — [TDECU](#) is pleased to welcome Inge Burch to its leadership team. As VP of Product Management, Burch plays a critical role in helping the credit union achieve its growth and stability goals by defining, developing and directing TDECU's product management program, strategic vision and tactical product roadmaps.

A financial services veteran, Burch comes to TDECU from USAA in San Antonio, where she served in a variety of leadership positions during her 12 year tenure, including most recently as Executive Director, Deposits Strategy and Product Development. She also served as Credit Manager Europe and Middle East for Basell Polyolefins Company in Brussels, Belgium.

Burch earned her Business Strategy Certification from MIT and is an AIPMM-Certified Product Manager and Certified Product Marketing Manager. A certified Six Sigma Greenbelt, Burch also earned an Executive Master in Finance from Solvay Business School – University of Brussels, Belgium, after earning her graduate and undergraduate degrees.

- more -

"Inge is a world-class financial services leader who has proven herself an expert in product development and strategic analysis, so we couldn't be happier to have her join us," said TDECU Chief Growth, Strategy and Marketing Officer, Alex de la Cruz. "Our credit union, and by extension, our Members will benefit tremendously from having her on our team to lead initiatives designed to improve the membership experience and our members' lives."

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](https://www.tdecu.org) or call (800) 839-1154.

-###-