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*Andy Simescu, TDECU SVP, Chief Community Experience Officer*

## **For Immediate Release: Andy Simescu Joins TDECU as SVP, Chief Community Experience Officer**

**(Lake Jackson, TX)** — [TDECU – Your Credit Union](#) is pleased to welcome Andy Simescu as its new SVP, Chief Community Experience Officer. In this position, Simescu will provide visionary leadership to develop and execute initiatives designed to enhance the overall person-to-person Member experience and ensure consistency in that experience across credit union delivery channels.

Simescu comes to TDECU as a seasoned, transformational leader in shaping financial services end-user experiences. A self-described “experience advocate,” Simescu brings a depth of skills in building cross-functional teams and engaging team members in processes that support innovation and align experience with corporate goals. Most recently, Simescu served for nearly four years as Vice President, Member Experience for First Tech Credit Union in Palo Alto, California. Before that, he spent well over a decade with Bank of America, where he served in a variety of leadership capacities, including Director, Member Experience and Vice President, Consumer Market Manager.

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“As our Chief Community Experience Officer, Andy will lead the charge on creating a strong, Member-centric culture complete with ownership and accountability at all levels of our

organization,” said TDECU President and CEO Stephanie Sherrodd. “We brought Andy on board because our deep commitment to the Member experience inspired us to take our pledge to personal service to an even higher level. I look forward to collaborating with him on strategy development for all aspects of the Member experience from how we are perceived in the community to account opening and engagement.”

### **About TDECU**

Founded in 1955, TDECU is a not-for-profit financial cooperative with more than 308,000 Members and over \$3.4 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](http://TDECU.org) or call 800.839.1154.

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