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Mark Cool, VP Marketing, TDECU

For Immediate Release: TDECU Names Mark Cool as New VP of Marketing

(Lake Jackson, TX) — [TDECU – Your Credit Union](#) is pleased to welcome Mark Cool as its new Vice President of Marketing. In this position, Cool will lead the internal and external communications teams responsible for developing and driving the high-impact marketing vision, strategies and programs necessary for TDECU to continue its accelerated growth.

A seasoned financial services marketing veteran, Cool comes to TDECU from USAA in San Antonio, where he most recently served as Executive Director of Campaign Development. In that role, he was responsible for the creative and campaign development of some of the company's most iconic brand and content campaigns. He also served as Executive Director of Integrated Marketing for the Property, Casualty and Life Insurance companies as well as Executive Director of Client Management for their Financial Advice and Services Group. Prior to USAA, Cool held marketing, strategy and product positions at Texas Life, AXA Assistance and MetLife.

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Cool earned his Bachelor of Arts in psychology at Bucknell University in Lewisburg, Pennsylvania. He then went on to earn his Chartered Life Underwriter certification from American College in Bryn Mawr, Pennsylvania and his MetLife Business Acumen

certification from Babson College in Wellesley, Massachusetts. Cool is a community outreach and lacrosse enthusiast, having served in a variety of volunteer and board positions for community lacrosse and charitable organizations such as the Texas High School Lacrosse League and Boy Scouts of America.

“Mark brings amazing depth to our marketing team,” said TDECU Chief Growth, Strategy and Marketing Officer, Alex de la Cruz. “His financial experience and areas of expertise in brand and change management align perfectly with where TDECU is heading as an innovative, forward-thinking, Member-centric financial institution and we are very pleased to have him join us.”

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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