



*Kyle Braden, VP, Wealth Management*

## **For Immediate Release: Kyle Braden Joins TDECU as VP, Wealth Management**

**(Lake Jackson, TX)** — [TDECU](#) is pleased to welcome Kyle Braden, as the new VP, Wealth Management. Reporting to TDECU's President of Holdings, Casey Wilcox, Braden is responsible for the direction of [TDECU Wealth Advisors](#), a subsidiary of TDECU. In this role, Braden will strive to expand the reach of the organization's wealth management portfolio.

Braden comes to TDECU with an extensive background in financial industry leadership. He recently served in various management and director-level positions at TD Ameritrade, where he was accountable for TDA's strategic agenda with affiliate, TD Bank Group. With a focus on the investment and wealth program, he led the team responsible for growing the program from \$3B to \$6B in client assets. Braden holds a BBA in finance from the [University of Texas](#) and earned his Juris Doctor at [Taft Law School](#) in 2019.

"We've seen tremendous growth in our Wealth Management business as members and clients recognize the value we can bring to them as financial wellness partners," said Casey Wilcox. "So we're excited to bring Kyle on board to help us ensure that our Wealth Management members and clients receive the best service and financial wellness solutions possible and to help us take these offerings to the next level."

**About TDECU**

Founded in 1955, TDECU is a not-for-profit financial cooperative with more than 348,000 Members and over \$4 billion in assets. TDECU currently has 39 service locations, including 35 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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