

September 28, 2022

TDECU Names Ed Cruz as VP of Wealth Management



Pictured: Ed Cruz, TDECU VP of Wealth Management

TDECU has welcomed financial services executive Ed Cruz as Vice President of Wealth Management.

Cruz will be responsible for leading TDECU's group of wealth advisors as they provide Members with full-service wealth advisory services. Cruz will use nearly 30 years of knowledge to implement a leadership and management structure, while overseeing sales and management operations to maximize the performance of the wealth management programs. Cruz will also work closely with TDECU's leadership team to maximize support for the program's operations and overall success.

"I have been watching TDECU for a long while and, for me, the decision to join a firm like this was an easy one," said Cruz. "With the recent partnership expansions with the University of Houston, the Houston Texans, and even Buc-ee's, the credit union has a stellar reputation for taking care of its members. I see this as a unique opportunity to help continue the track record of success for the wealth management program."

Most recently Cruz served as Vice President and Regional Sales Manager for Frost Brokerage and Investment Services. He is a Certified Financial Fiduciary and Accredited Investment Fiduciary, and holds licenses with FINRA and Texas State Insurance.

Michael Massey, President of TDECU Holdings, says Cruz's addition will make a big impact on TDECU's Members. "Ed's extensive experience in banking, wealth management, and his ability to lead makes him a perfect fit for TDECU's mission to help people along their financial journeys."

Cruz is a Houston native and proud graduate of the University of Houston. He served on the Advisory Panel for the Bauer College Center for Customer Experience and is active with the Knights of Columbus Council #3910.

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About TDECU | Founded in 1955, TDECU is a not-for-profit financial cooperative with more than 366,000 Members and over \$4.7 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](https://www.tdecu.org) or call (800) 839-1154.