

July 19, 2022

TDECU Selects Marketing Expert Sheiludis Moyett for SVP, Chief Marketing Officer Role



Pictured: Sheiludis Moyett, TDECU SVP, Chief Marketing Officer

TDECU, Houston's largest credit union, continues to grow its leadership team with the addition of award-winning marketer Sheiludis Moyett. In her new role as Senior Vice President, Chief Marketing Officer, Moyett will lead and advance the brand, marketing, and business development strategy for TDECU. She will also reinforce a well-respected, growing, and profitable community banking organization that continues to win market share across the Greater Houston area.

"We're elated to have Sheiludis join our team. Her impressive level of expertise in marketing will unquestionably accelerate our brand and help us reach the communities we serve and beyond," said Isaac Johnson, TDECU President & CEO. "We look forward to her developing and implementing new marketing and brand strategies that align with our organizational goals and values."

Moyett brings a wealth of deep marketing knowledge and experience to the credit union with more than 370,000 and \$4.7 billion in assets. She has over 15 years of experience in global and digital marketing, including branding and marketing efforts for BBVA in Houston. She most recently served as the head of marketing and sales for BBVA in Italy where she led the launch of BBVA in Italy, the first 100% digital bank from the BBVA Group. She also served as Director of Digital Marketing for BBVA in Spain, Director of Brand Strategy and Global Corporate Sponsorship, and Brand and Corporate Advertising in the United States.

“At a time when so many people are facing difficulties, it’s absolutely critical to have a place like TDECU that prioritizes making banking services and financial guidance accessible to people through both traditional in-person and digital platforms,” said Moyett. “I look forward to helping people understand that TDECU is there for them wherever and whenever as they navigate their financial journeys.”

Moyett has been honored for her work by the AVA Digital Awards, the Incite Group and the American Marketing Association. She has a Bachelor’s in Mass Communication from the University of Puerto Rico. Her experience includes advertising and brand management, communications, marketing, and project management. Moyett also holds certifications in Digital Marketing Analytics from MIT Sloan School of Management and Digital Marketing from Accenture. Additionally, she completed Harvard Business School’s Business of Entertainment, Media, and Sports program.

Media Contact:

Laura Whitley
lwhitley@tdecu.org
346-452-6236

Mike O’Neill
moneill@tdecu.org
346-901-4982

About TDECU | Founded in 1955, TDECU is a not-for-profit financial cooperative with more than 370,000 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.