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## TDECU Welcomes New VP of Strategic Partnerships



Pictured: Hugo Lagarda, TDECU VP of Strategic Partnerships

[TDECU](#) has named Hugo Lagarda the new Vice President of Strategic Partnerships. He will be responsible for leading and developing TDECU's existing relationships with organizations such as the Houston Texans, the University of Houston, and Buc-ee's, in addition to non-profit entities like the Greater Houston Partnership, Boys & Girls Club of Greater Houston, and Combined Arms.

Hugo joins the credit union from [PNC Bank](#), where he served as the Vice President and Director of Client & Community Relations leading local branding, sponsorships, client entertainment and philanthropic giving in the Central Texas region. He previously served as the senior manager of brand and entertainment partnerships and content marketing at BBVA USA. Hugo started his career at the Houston Dynamo before working for Professional Sports Partners. He was nationally recognized within the sports and entertainment industry for his work in sponsorship analytics and the [BBVA Music Sessions](#). He is passionate about the impact organizations can have on local communities.

“I am so excited to return to Houston where I was raised and began my career,” said Lagarda. “I am honored for the opportunity to lead and be a catalyst for doing good in the community, and adding value to the TDECU members.”

“Strategic partnerships are a critical component of our organization. We were founded on people helping people, and that same principle applies when building relationships with businesses and organizations in the communities we serve,” said TDECU SVP, Chief Marketing Officer Sheiludis Moyett. “We are looking forward to seeing how Hugo's passion, dedication, and enthusiasm will help more people learn about what TDECU can do for them.”

Hugo obtained his Bachelor's degree in Business Administration from the University of Houston-Downtown and completed a UC Berkeley program in marketing analytics.

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**About TDECU** | Founded in 1955, TDECU is a not-for-profit financial cooperative with more than 377,000 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.