

February 15, 2023

TDECU Board of Directors promote Laura Whitley to Market President for the Houston area



Pictured: Laura Whitley, TDECU Market President (Houston)

[TDECU](#) announces its first-ever Market President for the Houston area, Laura Whitley, to lead the rapidly expanding region. She will serve as the key executive for the \$4.7B credit union in the largest city in Texas.

Laura possesses an experiential ability to resonate with Houstonians, as she's lived, worked, and raised her children here for two decades. Whitley was promoted from her role as Vice President of Communications, where she has served TDECU for nearly two years. She transformed the Communications Department by restructuring and expanding it to best serve the credit union's internal and external initiatives.

"Laura's dedication and enthusiasm for improving the lives of our Members makes her the perfect leader for our Houston area Market President," said Jose Delgado, SVP, Chief Banking Officer. "Her deep community ties and knack for building coalitions are exactly what we need to strengthen our presence in Houston and beyond."

Whitley earned a Bachelor of Journalism degree from the [University of Texas at Austin](#). She was honored with an Addy Award by the [Houston chapter of the American Advertising Federation](#). Laura is a member of the [2023 Fort Bend Chamber of Commerce Leadership Forum](#) and the [Public Relations Society of America](#). A committed community servant, Laura has been actively engaged in philanthropic activities, particularly those related to improving access to post-secondary education and leadership development for underserved students, food insecurity, and the arts.

Laura joins two other regional Market Presidents, Josh Brian of Brazoria County and Will Warren of Montgomery County. TDECU will continue to grow its leadership team as they increase its market share in Texas.

“I am energized by this fantastic opportunity to bring financial empowerment and solutions to Houston, especially in our underserved areas, as the city continues to reimagine itself,” said Houston Market President Laura Whitley. “I look forward to supporting and leveraging more opportunities to increase TDECU’s impact and outreach within our communities.”

If you want to schedule an interview with Laura Whitley, please contact Mike O’Neill at 346.901.4982.

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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