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PRESS RELEASE

TDECU Veteran Marina Rivera Returns to Crossroads Region as Market President



Marina Rivera, Market President for Crossroads Region
Photo courtesy: TDECU

TDECU is strengthening its commitment to excellence in Member Service in Victoria and the historic Crossroads region of Texas with the announcement of Marina Rivera as Market President. A familiar face to many TDECU Members, Rivera, a Victoria native, brings a wealth of expertise and a deep connection to the community.

During her initial tenure at TDECU from 2005 through 2021, Rivera was instrumental in establishing the beloved Victoria Mall location as its first manager. Her leadership skills led to her promotion as market director for the region, where she played a crucial role during several mergers, acquisitions, and expansions. After further honing her expertise in executive roles at another financial institution, Rivera is returning to TDECU to assume this pivotal leadership position, bringing with her extensive experience and a deep understanding of the TDECU Member journey.

“Victoria is my hometown, and I have witnessed its historic growth and how TDECU has helped make that happen,” said Rivera. “What I’m most proud of, however, are the meaningful relationships I’ve built within the community. Whether it’s helping someone establish credit to buy their first car or assisting with a plan to save for a down payment on a home, I’m committed to being there every step of the way.”

TDECU Chief Growth Officer Josh Brian expressed confidence in Rivera's ability to lead the organization in the region.

“There is no one better to represent TDECU in the historic Crossroads region than Marina,” said Brian. “Her intimate knowledge of these communities, and how they are growing will be invaluable as this credit union continues to grow.”

Rivera is a two-time alumna of the University of Houston–Victoria, where she earned a bachelor’s degree and an MBA in 2018. She is also a Senior Certified Professional with the Society of Human Resources Management (SHRM-SCP) and a CX Professional with the Customer Experiences Professionals Association (CXPA).

As TDECU continues to expand its footprint in the Crossroads region, Rivera's leadership is expected to significantly enhance the Member Experience. Her return reflects TDECU's commitment to being a financial partner for its members today and for generations to come.

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About TDECU | Founded in 1955, TDECU is a not-for-profit financial cooperative with more than 379,000 Members and over \$4.8 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.