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**For Immediate Release: Tiffany Sylvester Named Director,
Marketing Communications, for TDECU – Your Credit Union.**

May 3, 2016 (Lake Jackson, TX) – TDECU is pleased to announce the promotion of Tiffany Sylvester to Director of Marketing Communications. Ms. Sylvester oversees the development, execution and management of communication strategies for the \$2.9 billion organization. Considered a trailblazer in the financial services industry, Ms. Sylvester is responsible for marketing strategies designed to grow the organization within the communities they serve, while also engaging with the credit union’s more than 229,000 Members, 43 service centers and 36 Member Center locations. As the key marketing liaison for TDECU’s notable partnership with University of Houston, which includes a multi-million dollar, multi-year sponsorship of TDECU Stadium, Ms. Sylvester manages the high-profile relationship in a manner that garners the highest levels of success and ROI for the organization.

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Tiffany prides herself on building relationships and approaching her career path with an energy and motivation to provide the best service possible. Her Gallup strengths position Ms. Sylvester as an achiever and relator with responsibility, a strategic mindset and futuristic thinking at her core. The result earned Ms. Sylvester recognition by her peers with over 20 awards for marketing, community and business development efforts.

Ms. Sylvester began her career with Texas Bay Area Credit Union in 2000 as Director of Marketing & Business Development, and has continued to grow her career in the financial services industry. Her tenure has taken her to roles as Vice President of Marketing & Business Development and equivalent positions including her current position with TDECU. Tiffany received a Bachelor of Business Administration in Marketing and a Bachelor of Business Administration in Management from the University of Houston.

About TDECU

Founded in 1955, TDECU is a not-for-profit financial cooperative with more than 229,000 Members and \$2.9 billion in assets. TDECU currently has 43 service locations, including 36 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 and realty services. Members can also access a nationwide network of over 55,000 surcharge-free ATMs. For more information visit [TDECU.org](https://www.tdecu.org) or call 800.839.1154.

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