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**Cabrillo Credit Union Announces New President/Chief Executive Officer**

**SAN DIEGO, CALIFORNIA-** (April 2017) Dean Odle has been named the new President and Chief Executive Officer of Cabrillo Credit Union (Cabrillo).

“With the extensive credit union industry experience and impressive list of accomplishments that he has, we feel lucky to have Dean as our CEO and look forward to the future of our institution under his leadership,” said Bruce May, Chairperson of the Board of Directors.

Dean joins Cabrillo Credit Union from, Public Service Credit Union, a \$2.07 billion in assets credit union in Lone Tree, Colorado. As Chief Retail Officer, Dean created a nationally recognized Member Success Department and strategy that utilized existing market research and member data to improve member engagement, products per household, and account profitability. While at Public Service Credit Union, Dean also created a Deposit Strategy Committee that was responsible for developing tactical strategies and promotions, resulting in the growth of branch balances to 204% of their goal for the year. Prior to his time there, Dean served as Executive Vice President and Senior Vice President at another billion dollar credit union and has held other management roles. Dean has a Bachelor’s Degree in International Business from Oregon State University, a Masters of Business Administration in Marketing from Georgia State University and studied international Business and Marketing in Tokyo, Japan.

When asked about his new position at Cabrillo Credit Union, Dean stated, “This is a truly exciting opportunity. Cabrillo is a great organization with strong financials, terrific employees, and of course, wonderful member-owners. Robin and team have been very proactive in building products and services that exceed the offerings of many of our competitors. Add this to our strong culture of respect and care for our membership and I believe we have a very bright future. I feel fortunate to be part of the Cabrillo family.”

**About Cabrillo Credit Union**

Cabrillo Credit Union was originally chartered as Border Federal Credit Union in 1955 to serve the financial needs of Border Patrol agents and their families. In 1976, the name was changed to Cabrillo Credit Union a not-for-profit financial cooperative serving federal employees, Sharp Healthcare employees, City of Carlsbad employees, plus anyone who lives or works in San Diego County. They have also partnered with the Fraternal Order of Retired Border Patrol Officers (FORBPO) as a way for agents to join and enjoy all the benefits of the credit union membership – no matter where you live. Today, Cabrillo Credit Union has over \$250 million in assets and serves over 22,000 members. Cabrillo Credit Union has enjoyed a long and prosperous history and has demonstrated growth, consistency, and dedication to the Credit Union members whom they serve.

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