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USF Federal Credit Union Announces New Senior Vice President/Chief Member Experience Officer



TAMPA, FLORIDA – (July 2017) USF Federal Credit Union (USF FCU) is pleased to announce the selection of Mark Hamid as the credit union's new Senior Vice President/Chief Member Experience Officer.

"With the impressive degree of experience and knowledge that Mark has, we have no doubt that he will prove to be an invaluable asset to our team and the institution as a whole. We are excited to have him with us and welcome him aboard," said Richard Skaggs, President/CEO.

Hamid comes from FirstLight Federal Credit Union headquartered in El Paso, Texas where he served as Vice President Retail Delivery. Tasked with optimizing and improving member experience and satisfaction, Hamid launched the use of interactive video teller technology and new era contact centers within branches, while also implementing CRM workflow to streamline business initiatives between members and support teams. Prior to his time there, Hamid worked as Chief Retail Officer/Vice President at Fort Lee Federal Credit Union in the greater Richmond, Virginia area. Hamid was a member of The Filene Research Institutes' i3 Team, a team of credit union industry executives brought together to collaborate on innovative ideas for optimizing operational efficiency, membership experience, growth and talent. Hamid also currently serves as a member on CUNA Operations, Sales, and Service Council. Hamid holds a bachelor's degree in Finance and Management as well as a Master's of Business Administration in Finance and Management.

When asked about his new position, Hamid stated, "The SVP/Chief Member Experience position represents an exciting opportunity. I am looking forward to joining the team at USF FCU and diving right in."

About USF Federal Credit Union

Since 1959, USF Federal Credit Union has helped the University of South Florida's faculty, staff, students, alumni association members, and their families with their financial needs. Following the principles of strength, stability, power, and support, the same qualities that define USF's mascot, the mighty Bull. USF FCU has \$600 million in assets, serves more than 60,000 members with a robust online and mobile banking platform, six branch locations, thousands of shared branches, and free ATMs nationwide for ease of accessibility to their members. Their vision is to be the most influential partner in each member's financial journey and their mission is to deliver financial solutions to improve members' lives.

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