



Digital Federal Credit Union Enlists Services of D. Hilton Associates to Search for Vice President of Marketing

The Woodlands, Texas (January, 2018) – Digital Federal Credit Union, headquartered in Marlborough, MA, is searching for an innovative marketing executive to join their team in the role of Vice President of Marketing.

The successful candidate will provide leadership and overall direction of the credit union's marketing, advertising, and public relations functions. This role is an excellent opportunity for a dynamic marketing professional who is ready to bring their progressive management experience to a leader in the credit union industry. Qualified candidates will have strong digital marketing expertise with a deep understanding of current member acquisition channels, experience in marketing to diverse groups, demonstrated ability to provide thought leadership in the areas of brand management, and member engagement. Bachelors degree in Business or Marketing required, MBA preferred, along with 8 – 10 years of experience managing a marketing function in a large financial institution.

About Digital Federal Credit Union

DCU was chartered in 1979 by Digital Equipment Corporation (DEC), one of the fastest growing computer companies in the world. DEC was looking to expand their list of employee benefits by offering employees the ability to do their personal banking at an employee owned financial service provider in the form of a credit union. DCU received its federal charter in October of 1979 and opened for business at two DEC facilities in Maynard, Massachusetts. In 1996, DCU opened its first freestanding branch in Merrimack, NH to better serve the families of DCU members and new sponsor companies. In 1999, DCU officially changed its name to Digital Federal Credit Union. By keeping the word "digital" in its name, the credit union paid homage to its heritage for its long-time members, while also describing the high-tech financial institution DCU had become for newer members. DCU is dedicated to providing members with convenience, cost effective banking options and innovative technology. As the credit union of choice for more than 700 companies and organizations, DCU has grown to over \$8 billion in assets, making it the largest credit union in New England and in the top 20 nationwide. With over 688,000 members in all 50 states, DCU stands committed to improving the lives of all its members by offering unparalleled products, while retaining its members remains their number one priority.

About D. Hilton Associates, Inc.

D. Hilton Associates, Inc. is one of the most recognized credit union consulting firms in the country. Our major practice areas are Executive Recruiting, Compensation Services, Retention & Retirement, Strategic Services, and Board Leadership. To date, D. Hilton has conducted over 3,000 successful searches for credit unions nationwide and has been employed by 95% of the largest credit unions in the country to fill senior executive management positions. For more information, please visit our website at www.dhilton.com

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