



USF Federal Credit Union Enlists Services of D. Hilton Associates to Search for Vice President of Member Experience

The Woodlands, Texas (July 2018) – USF Federal Credit Union, headquartered in Tampa, FL, is seeking a talented, visionary executive to fill the role of Vice President of Member Experience.

Reporting to the President/CEO, the ideal candidate will provide the leadership and vision for the strategic development and management of the branch system, ancillary products, retail sales and promotions in order to ensure the financial strength and operating efficiency to achieve short and long-term sustainability. Responsibilities include attaining maximum branch and contact center productivity, sales goals, member service benchmarks, and member and market growth along with reviewing and recommending modifications to retail products, researching and developing new products to meet member needs and maximize profitability, and participating in formulating strategic and business plans and policies. A Bachelor's degree is required with 10 years branch leadership experience with financial institutions. Knowledge of the Malcolm Baldrige Framework would be a plus.

About USF Federal Credit Union

USF FCU, named #1 credit union in Florida by Forbes, has helped the University of South Florida's faculty, staff, students, alumni association members, and their families with their financial needs since 1959. Today, USF FCU has over \$660 million in assets, serves more than 58,000 members with a robust online and mobile banking platform, eight branch locations, thousands of shared branches, and free ATMs nationwide for ease of accessibility to their members. Still following the principles of strength, stability, power, and support, the same qualities that define USF's mascot, the mighty Bull, their vision is to be the most influential partner in each member's financial journey. Their mission is to deliver financial solutions to improve members' lives.

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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