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United Heritage Credit Union Announces Organizational Changes

AUSTIN, Texas (July 8, 2021) – United Heritage Credit Union is excited to announce several organizational changes to better align business functions within the Credit Union. These changes will allow United Heritage to scale their abilities for the future by combining functions and departments given their similarities in project management, execution style and end purpose to ultimately provide an optimal member experience.

“Any organizational changes we implement are done with our member’s financial success in mind,” said Michael Ver Schuur, UHCU’s Executive Vice President and CSO. “These changes are designed to assist us in meeting our member’s needs, as well as deliver on our mission to provide quality, personalized service while maintaining a strong financial position.”

As a result, the following leadership changes will take place:

- UHCU’s AVP of Digital and Brand Experience, Kevin Farley who has been with UHCU for 8 years, has been named the Vice President of Experience, Engagement, and Education. As VP he will oversee the Experience, Engagement & Education Department, which includes marketing, analytics and the United Heritage Charity Foundation; as well as learning resource development, mentor programs, training systems and more.
- UHCU’s AVP of Digital Services, Samantha Hess, who has been with UHCU for 12 years, has been named Vice President of Digital Operations and Services. As VP she will oversee the Digital Operations & Services Department including back office operations such as ACH, Sharedraft, and Wire Processing; as well as digital functions including Debit Card Services, Scanning, Online/Mobile Banking, Web BillPay, Online Account Opening, and more.

“Today’s announcement represents the logical next step for our growing organization,” said Buddy Schroeder, UHCU’s President and CEO. “Samantha and Kevin are proven leaders who have played key roles in the ongoing success of the Credit Union. We look forward to seeing what they can achieve in their new positions and this next chapter for the Credit Union.”

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About United Heritage Credit Union

The Credit Union was established in 1957 and 65 years later serves communities within the Bastrop, Bell, Blanco, Burnet, Caldwell, Hays, Lee, Milam, Travis, Williamson, Cherokee, Gregg, Henderson, Rusk, Smith, Upshur, Van Zandt or Wood counties as well as those that live in the rest of Texas through TXCC membership. United Heritage has over \$1 billion in assets, more than 71,000 members and 11 locations. United Heritage is a full-service financial institution whose vision is “To Be the Financial Institution of

Choice.” Through innovative technology, exemplary service standards and competitive products, United Heritage continues to be a strong force in the credit union industry. Federally Insured by NCUA. uhcu.org