



United Heritage Credit Union Announces Executive Leadership Transitions to Support Continued Growth and Member Experience Excellence

United Heritage Credit Union is proud to announce the advancement of two long-standing team members to key executive roles, reinforcing the organization's commitment to operational excellence and exceptional member experience.

AUSTIN, Texas - July 3, 2025 - [PRLog](#) -- Samantha Hess has been named Chief Experience Officer (CXO) after 16 years with UHCU, most recently serving as Chief Operations Officer. Samantha has held a variety of leadership roles within the Operations Department and brings a strategic, people-focused perspective to this newly elevated position. As CXO, she will lead efforts to strengthen member and employee engagement and ensure a seamless, values-driven experience across all touchpoints.

Deena Massa has been promoted to Chief Operations Officer (COO) following nearly 20 years with the Credit Union. She previously served as Vice President of Branch Operations, where she played a critical role in shaping the Credit Union's service delivery and operational success. In her new role, Deena will oversee core operational functions to support UHCU's continued growth and performance.

"These leadership changes reflect our strategic vision for the future and the incredible talent we have within our organization," said Michael Ver Schuur, President and CEO of United Heritage Credit Union. "Both Samantha and Deena bring the experience, dedication, and leadership needed to help us scale effectively while continuing to prioritize what matters most—our member experience."

These leadership changes are effective immediately.

About United Heritage Credit Union

United Heritage Credit Union is a full-service financial institution whose vision is "To be your primary financial institution." United Heritage has over \$1.6 billion in assets, more than 81,000 members and 10 branch locations. Through innovative technology, exemplary service standards and competitive products, United Heritage is a strong force in the credit union industry. United Heritage Credit Union was established in 1957 and over 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. For more information about United Heritage, visit uhcu.org. Federally Insured by NCUA.

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