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United Heritage Credit Union Hires New Vice President of Marketing and Assistant Vice President of Business Development

AUSTIN, Texas (July 23, 2026) – United Heritage Credit Union announced the hiring of two new executive leaders: Tuck Ross, Vice President (VP) of Marketing, and Alyssa Langston, Assistant Vice President (AVP) of Business Development. In their roles, Ross and Langston will help advance UHCU's growth by expanding market presence and strengthening brand awareness.

"We're excited to welcome Tuck and Alyssa to the UHCU team," said Samantha Hess, Executive Vice President and Chief Experience Officer. "Their leadership, industry expertise, and fresh perspectives will play an important role as we continue growing our organization and finding new ways to serve our members and communities. We're confident they will make an immediate and lasting impact."

Ross brings 20 years of Marketing experience, leading brand strategy and growth initiatives for enterprise organizations like Hasbro and Disney. Ross recently served as the Chief Marketing Officer at Ivim Health, building their marketing funnel and developing award winning campaigns. Ross earned his bachelor's degree in business administration from California State Polytechnic University and a Master's in Business Administration with a focus on Marketing Strategy from Pepperdine.

"I'm thrilled to join United Heritage Credit Union at such an exciting time," said Ross. "UHCU has a strong reputation for putting members first, and I look forward to building on that foundation by expanding brand awareness, strengthening community connections, and supporting the credit union's continued growth."

Langston has 17 years of experience in the financial services industry. She has held several branch and community oriented positions, previously serving as Assistant Vice President, Senior Market Development Manager at Technology Credit Union. Langston completed a finance program at Bakersfield College. The organization is excited to bring her on to grow UHCU's business development team and strategy.

"I'm excited to join an organization that is so committed to its members and the communities it serves," said Langston. "I look forward to building meaningful relationships, creating new opportunities for growth, and helping expand United Heritage's impact across our markets."



Tuck Ross, VP of Marketing



Alyssa Langston, AVP of Business Development

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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 83,000 members and 11 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.