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United Heritage Credit Union Names New Executive Vice President

AUSTIN, TX (November 12, 2025) - United Heritage Credit Union is pleased to announce the promotion of Samantha Hess to Executive Vice President (EVP), expanding her leadership role within the organization. Hess has been with UHCU for 16 years and currently serves as Chief Experience Officer (CXO), where she has played a key role in enhancing both the member and employee experience across the credit union.

Throughout her tenure, Hess has held a variety of leadership positions, including Chief Operations Officer (COO), and has helped drive innovation, service enhancements, and cultural alignment across the organization. Her deep understanding of UHCU's values and unwavering commitment to its mission position her to help lead the organization through its next phase of strategic growth.

"Samantha's leadership has been a catalyst for United Heritage Credit Union's growth and continued evolution," said Michael Ver Schuur, President and CEO of UHCU. "Her strategic vision and ability to unite teams have helped strengthen our foundation and position us for continued success. As UHCU grows, her influence and commitment to excellence will play a key role in driving our forward momentum."

In her expanded role as Executive Vice President, Hess will continue to lead strategic initiatives and drive alignment across departments to ensure UHCU delivers exceptional value to its members while advancing its long-term goals.

"It's an honor to continue serving our members and employees in this new capacity," said Hess. "United Heritage has an incredible team and a strong foundation built on trust, service, and innovation. I look forward to helping lead the organization into its next chapter of growth and opportunity."

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.