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VANTAGE WEST MARKETING MANAGER NAMED TO 40 UNDER 40

Tucson Hispanic Chamber of Commerce and Arizona Daily Star Recognize Luis Soto

TUCSON, Ariz. (October 10, 2015) – [Vantage West Credit Union](http://www.vantagewest.org), southern Arizona’s largest credit union, is congratulating its Segment Marketing Manager, Luis Soto, on being named to the 40 Under 40 list sponsored by the Tucson Hispanic Chamber of Commerce.

Soto, along with the 39 other local professionals who have been named to the 40 Under 40 list, will be featured in an upcoming special section of the *Arizona Daily Star*. They will also be honored during a breakfast celebration at the JW Marriott Starr Pass Resort in early December.

“Luis’ impressive portfolio of expertise is a tremendous benefit to our organization and our members,” said Robert D. Ramirez, president and CEO of Vantage West. “It’s always exciting to see our team members receive recognition for their accomplishments and achievements by others within the business community.”

Soto, who studied marketing at the University of Arizona Eller MBA Program, founded Eller MBA’s Marketing Club. He was also part of the team that put together the most recent *DATOS: The State of Arizona’s Hispanic Market* report. Soto also delivered the closing remarks at the Tucson Hispanic Chamber of Commerce *Hispanic Market Outlook* luncheon and is an ambassador with Arizona Zanajeros, a business leadership group whose objective is to promote Arizona’s reputation as a prime place to conduct business.

Soto also earned several academic awards while earning his bachelor’s degree at the Monterrey Institute of Technology and Higher Education in Monterrey, Mexico. He was also previously honored with an invitation to “Club Lideres del Futuro” (Future Leaders Club), which recognizes the 500 most influential Mexican leaders under 40.

“It is such an honor to be recognized by the Tucson Hispanic Chamber of Commerce and the *Arizona Daily Star* among this impressive class of esteemed professionals,” Soto said. “I am proud to be an active member of the Tucson business community and look forward to making

new connections, making an impact locally, and working with my colleagues to find growth opportunities for Vantage West members.”

About Vantage West Credit Union

Vantage West Credit Union is a \$1.5 billion financial institution in Arizona, which serves a growing membership of nearly 135,000. Vantage West has branches in Pima, Pinal, Maricopa and Cochise counties and serves its vast membership via online channels, as well. Vantage West is a full service financial institution, offering consumer and business loans, credit cards, and deposit products, as well as retirement accounts and other financial services.

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