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**VANTAGE WEST PROMOTES BRIDGES TO
VP – RETAIL SALES & OPERATIONS**



TUCSON, Arizona. (November 8, 2017) – Vantage West Credit Union, southern Arizona’s largest credit union, announced today the promotion of Danielle Bridges as Vice President, Retail Sales & Operations. This is in line with the credit union’s new retail leadership structure designed to deliver on the needs of its growing membership across various platforms.

As Vice President, Retail Sales & Operations, Bridges takes executive-level responsibility for building momentum and ensuring Vantage West delivers relevant financial products and services to help the membership succeed. She also ensures the credit union provides exceptional member service across various touchpoints, including in-branch, online, or over-the-phone, among others. In partnership with senior management team, Bridges will help develop and execute specific market strategies to maintain current business and achieve growth targets.

Bridges' new position as head of retail is a culmination of more than 10 years of significant achievements within the credit union. She first joined Vantage West in 2006 as Sr. Internal Auditor, and was shortly promoted to Vice President, Loan Center in 2008. She held this position until her recent promotion. As a high-performing lending executive, Bridges successfully led her team in building a strong and diversified consumer and mortgage program through effective loan growth, risk management, and lead-generation marketing strategies, among others.

Bridges obtained both her MBA and Bachelor of Science in Business Economics and Finance (dual degree) from the University of Arizona, Eller College of Business and Public Administration. Later, she completed the 3-year executive education program at the Western Credit Union National Association (CUNA) Management School.

About Vantage West Credit Union

Vantage West is a \$1.9-billion financial institution and the largest credit union in southern Arizona, with 16 branches in Pima, Pinal, Maricopa and Cochise counties and serving a growing membership of nearly 150,000. 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. Recent accolades include Credit Union of the Year given by Mountain West Credit Union Association, and Best Bank/Credit Union in the Arizona Daily Star Readers' Choice poll. Vantage West is federally insured by NCUA.