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VANTAGE WEST PROMOTES DANIELLE BRIDGES TO CHIEF REVENUE OFFICER

TUCSON, Arizona (May 28, 2019) – Vantage West Credit Union, southern Arizona’s largest credit union, is pleased to announce the promotion of Danielle Bridges to Chief Revenue Officer. In her new role, Bridges provides leadership and oversight for the overall sales, services and operational performance of the consumer and business revenue producing and operational networks of the credit union. Her areas of oversight include lending, retail branch network, and deposit operations. Bridges is also accountable for Member engagement and retention through relationship building and service delivery.

Bridges’ new position as Chief Revenue Officer is a culmination of more than thirteen years of accomplishments at the credit union. She first joined Vantage West in 2006 as Sr. Internal Auditor. She was promoted to Vice President, Loan Center in 2008. In 2017, she earned another promotion, to Vice President, Retail Sales and Operations, before accomplishing her most recent promotion in March, to Chief Revenue Officer.

While fulfilling her roles as a high-performing internal auditor, lending executive, and head of retail, Bridges realized many accomplishments. Most notably, she led her teams in building a strong and diversified consumer lending and mortgage program through effective loan growth, risk management, and lead-generation marketing strategies. She also helped lead the expansion of the branch retail network and a renewed dedication the Membership.

Bridges holds an MBA and Bachelor of Science in Business Economics and Finance (dual degree) from the University of Arizona’s, Eller College of Business and Public Administration. She also completed a 3-year executive education program at the Western Credit Union National Association (CUNA) Management School.

The alignment of Bridges’ responsibilities for both revenue generation and Member experience will ensure the credit union’s growth and expansion will serve the best interests of credit union’s Member-Owners.

About Vantage West Credit Union

Vantage West is the largest credit union in southern Arizona. It was established in 1955 to serve airmen at Davis-Monthan Air Force Base. Since then the credit union has expanded to serve Members in Pima, Pinal, Maricopa and Cochise counties. Vantage West offers consumer and business banking services, and is federally insured by NCUA. Vantage West is an Equal Opportunity Lender NMLS # 485751 www.VantageWest.org