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VANTAGE WEST PROMOTES KEYSHA WEBB TO VP-RETAIL DELIVERY



TUCSON, Arizona (June 10, 2019) – Vantage West Credit Union, southern Arizona’s largest credit union, announced today the promotion of Keysha Webb to Vice President-Retail Delivery. In her new role, Webb is responsible for developing and driving a value-added service delivery model that includes Digital Banking, Member Solutions Center, Retail Sales, and Deposit Operations. These high-volume channels will focus on optimizing the Member experience through innovative technology, systems, and solutions.

Since joining Vantage West in 2011, Webb assumed key roles in various departments across the organization including Internal Audit, Branch Administration, and Digital Commerce. During each career progression in the past 8 years, she demonstrated knowledge, experience, dedication, and leadership qualities as each new position brought on greater responsibilities.

Prior to her new position, Webb as AVP-Retail Solutions successfully led the credit union’s first Digital Banking Conversion this April with outstanding results. Vantage West now has a more robust Online and Mobile

platform benefiting more than 106,000 Members who are currently signed up for Digital Banking services. She also implemented a 24/7 service model for Member phone support.

Webb obtained her Bachelor of Science in Business Administration degree, major in Accounting, from the University of Arizona, and her Masters of Business Administration (MBA) with concentrations in Management Information Systems (MIS) and Marketing from the UA, Eller College of Business and Public Administration.

“Allowing our Members to do their banking when it’s convenient for them is the key driver to our innovation and simplified processes. We believe in creating a unified experience at our branches or online,” Webb said.

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 a diverse Membership in Pima, Pinal, Maricopa and Cochise counties. Vantage West offers consumer and business banking services, and is federally insured by NCUA. www.VantageWest.org