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## **A+ Federal Credit Union Announces New Chief Member Experience Officer**

**Austin, TX** – A+ Federal Credit Union (A+FCU), \$1.9 billion in assets, announced Michelle Peterson will be joining the credit union as its very first Chief Member Experience Officer.

“Here at A+FCU, we understand the many choices our members have in who handles their everyday financial needs,” Eric R. Kase, President/CEO, said. “Providing the very best holistic member experience is the only way to ensure we are providing our members with what they truly expect of their financial partner.”

Michelle Peterson is a long-time credit union executive with more than fifteen years in the industry. Peterson comes to A+FCU from Travis Credit Union of Vacaville, California, where she was Chief Retail Officer/SVP Member Experience. There she oversaw all retail areas including 24 branches and the contact center, as well as digital delivery, investments, and insurance services. Peterson holds a Master of Management, Organizational Leadership, and a Bachelor of Science in Management, both from the University of Phoenix.



“I am looking forward to joining A+FCU in this new role. They are a credit union experiencing healthy growth, with a solid group of impressive employees, and I know that this will be a challenging, yet rewarding position,” Peterson said. “Working closely with both employees and members will be a wonderful opportunity to support the ongoing needs of providing frictionless service delivery options.”

“Having Michelle in this position will give us the focus and expertise needed to evolve our overall member experience,” Kase added. “Michelle’s impressive background in retail services and in developing new ways to deliver service to members makes her uniquely qualified and we are absolutely excited to have her join our growing team in this new and very important role.”

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**A+ Federal Credit Union** was founded in 1949 by 50 Austin, Texas teachers. Over seventy years later, A+FCU has over 168,000 members throughout the community, over \$1.9 billion in assets, over 460 employees, and 22 branches. A+FCU continues to have close relationships with local schools and provides free financial education curricula for educators, engaging financial education presentations for students, real-life money management simulations for youth, high school branch locations, and unique financial products designed for teachers. Learn more at [aplusfcu.org](http://aplusfcu.org).