



**FOR IMMEDIATE RELEASE**

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Media Contact

Dan McCue

Senior Vice President, Corporate Relations

Alaska USA Federal Credit Union

907-786-2807

D.McCue@alaskausa.org

## **Alaska USA Federal Credit Union hires new Senior Vice President of Marketing**



**Anchorage, Alaska** – Alaska USA Federal Credit Union is pleased to announce the appointment of Tim Woolston as their new Senior Vice President of Marketing.

Woolston is a seasoned, senior-level leader who joins the credit union with more than 30 years of experience in the marketing, advertising, and communications industries. His previous experience includes President and owner of a marketing and public relations firm, Corporate Communications Director, and as Managing Editor and Anchor for Channel 2 News in Anchorage, Alaska.

Woolston will oversee Alaska USA's marketing and member engagement strategies, including research and analysis, brand oversight, product and service marketing, and membership growth.

“As Alaska USA membership expands into new areas, it’s important to have a communications expert like Tim to help provide a great credit union experience for members,” said Wayne Bailey, Executive Vice President and CXO, Operations. “In addition to his extensive credentials, Tim has proven himself to have a real penchant for comprehensive, strategic planning—skills that are well suited to aid in Alaska USA’s growth.”

### **More about Alaska USA**

Alaska USA Federal Credit Union is a member-owned, not-for-profit financial cooperative with \$7.8 billion in assets and more than 660,000 members worldwide. The credit union operates more than 90 branches and service facilities in Alaska, Arizona, California, and Washington State. Alaska USA offers a 24/7 Member Service Center and access to more than 55,000 surcharge-free ATMs worldwide, as well as online and mobile solutions.

Learn more at [alaskausa.org](http://alaskausa.org).

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