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Suncoast Credit Union's Darlene Johnson Named One of 2024's Most Powerful Women in Credit Unions by American Banker

TAMPA, FLA. (November 21, 2024) — American Banker has once again named Darlene Johnson, Executive Vice President and Chief Strategy and Transformation Officer at Suncoast Credit Union, as one of 2024's Most Powerful Women in Credit Unions. This recognition, awarded for the second consecutive year, underscores Johnson's trailblazing leadership and her role in driving transformative change within the credit union industry.

Johnson's strategic vision and innovative approach have been instrumental in positioning Suncoast Credit Union as a leader in the credit union space. As the largest credit union in Florida, Suncoast serves over 1.2 million members through 79 branches, offering not just financial solutions but also a model for equity, inclusion, and community impact. Under Johnson's leadership, the credit union has embraced forward-thinking strategies to expand its influence and deliver unparalleled value to its members.

"Darlene's visionary leadership and passion for making a positive impact embody the values of Suncoast Credit Union," said Kevin Johnson, President and CEO, Suncoast Credit Union. "Her dedication to innovation and her unwavering focus on our employees' and members' needs continue to elevate our organization and the credit union movement as a whole."

As Chief Strategy and Transformation Officer, Johnson oversees Suncoast's Market Development & Lending, Enterprise Agility, Member Experience, Mortgage Lending, Digital Payments & Strategy, Marketing, and Community Development & Impact departments. In this capacity, she plays a pivotal role in shaping the credit union's strategic direction, ensuring its offerings remain relevant and impactful in today's rapidly changing financial landscape.

Johnson's journey with Suncoast Credit Union began in 1990, working directly in member services. Over her 34-year tenure, she has demonstrated her ability to lead at the intersection of strategy and transformation. With a keen eye for identifying future leaders, Johnson has prioritized professional development and lifelong learning, ensuring that Suncoast's team remains adaptive and resilient in an ever-evolving financial landscape.

"It's an incredible honor to be recognized by American Banker for a second year," said Darlene Johnson, Executive Vice President and Chief Strategy and Transformation Officer, Suncoast Credit Union. "This recognition is a testament to the dedication of the Suncoast team and our shared commitment to advancing financial wellness for our members and communities."

Launched in 2022, The Most Powerful Women in Credit Unions expanded American Banker's recognition programs to celebrate the women leaders who are driving innovation, catering to underserved communities and guiding the future of financial services. This initiative shines a spotlight on the brightest, most forward-thinking individuals in the credit union industry.

"These remarkable women are leading with resilience, innovation and a steadfast commitment to their members and communities," said Chana Schoenberger, Editor-in-Chief, American Banker. "Their achievements are redefining what's possible in the credit union industry, paving the way for future leaders to build on their impact."

About Suncoast Credit Union

Suncoast Credit Union is the largest credit union in the state of Florida, the 8th largest in the United States based on membership, and the 10th largest in the United States based on its \$18.6 billion in assets. Chartered in 1934 as Hillsborough County Teachers Credit Union, Suncoast Credit Union currently operates 79 full-service branches and serves more than 1.2 million members across Florida. As a community credit union, anyone who lives, works, attends school, or worships in Suncoast Credit Union's service area is eligible for membership. In 2021, Suncoast Credit Union's field of membership was expanded to include public K-12 teachers, college educators, and educational support staff from all of Florida's 67 counties. Suncoast is passionate about community support. Since its founding in 1990, the Suncoast Credit Union Foundation has raised and donated more than \$45 million to organizations and initiatives that support the health, education, and emotional well-being of children in the communities that the credit union serves. For more information, visit [suncoast.com](https://www.suncoast.com) or follow us on social media: [Facebook](#), [LinkedIn](#), [Twitter](#), and [Instagram](#).

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