



## **FOR IMMEDIATE RELEASE**

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## **Suncoast Credit Union Welcomes Charlene Brooks as Economic Development Officer for Orlando**

TAMPA, FLA. (April 10, 2025)— Suncoast Credit Union announces the appointment of Charlene “Charley” Brooks as Economic Development Officer serving Central Florida and beyond. Brooks has a dynamic background in business development, marketing strategy, and community engagement.

The Economic Development Officer role is key to driving Suncoast’s vision of thriving, resilient communities across the state. Brooks will focus on creating strategic alliances that promote financial wellness, increase access to affordable financial services and support local initiatives around workforce development and small business growth.

A native Floridian, Brooks returned to Orlando in 2016 after nearly two decades in Los Angeles, bringing with her a wealth of experience and a passion for empowering communities. Most recently, she served as Director of Corporate Engagement at the Orlando Economic Partnership.

“Brooks’ marketing expertise, and deep commitment to the community make her a powerful addition to our Economic Development team” says Melva McKay-Bass, Senior Vice President, Chief Business Development Officer of Suncoast Credit Union. “Her work aligns with our mission to build financially empowered communities through strong, collaborative relationships.”

Suncoast Credit Union’s Economic Development team is committed to making a long-lasting impact by fostering opportunities for economic growth and community resilience.

### **About Suncoast Credit Union**

*Suncoast Credit Union is the largest credit union in the state of Florida, the 8<sup>th</sup> largest in the United States based on membership, and the 10<sup>th</sup> largest in the United States based on its \$18.8 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. As a community credit union, anyone who lives, works, attends school, or worships in Suncoast Credit Union’s service area is eligible for membership. Additionally,*

*membership is open to public school teachers, college educators and educational support staff throughout the entire state of Florida. Suncoast is passionate about community support. Since its founding in 1990, the Suncoast Credit Union Foundation has raised and donated more than \$53 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](http://suncoast.com) or follow us on social media: [Facebook](#), [LinkedIn](#), [Twitter](#), and [Instagram](#).*

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