



## FOR IMMEDIATE RELEASE

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### **Suncoast Credit Union Names New Senior Vice President of Member Experience**

TAMPA, FLA. (January 6, 2025) — Suncoast Credit Union, Florida’s largest credit union, announces the appointment of Scott Binder as Senior Vice President of Member Experience. Scott joins Suncoast’s senior leadership team, and will work closely with Executive Vice President Darlene Johnson to further enhance and optimize the credit union’s member experience.

A Tampa native, Scott brings over three decades of experience in the credit union industry, including 20 years at Suncoast, where he has served in a variety of leadership roles, most recently as Vice President of Payment and Deposit Operations.

In his new position, Scott will oversee the external member experience, with a focus on deepening relationships, engaging members, and delivering essential products and services that enhance every aspect of members’ lives. Leading a team of 770 employees, he will guide key areas, including the Member Care Center (MCC), Internal Experience Support, Internal Communications and Intranet Design, Deposit Operations, Payment Operations, Interactive Teller Team (ITM), Enterprise Escalations Team, and the Enterprise Quality Assurance Team.

“As Suncoast continues to grow and evolve, our commitment to delivering an exceptional member experience remains at the heart of everything we do,” said Scott Binder, Senior Vice President of Member Experience, Suncoast Credit Union. “With the rapid pace of change in the financial industry, it’s vital that we not only meet our members’ needs today, but also anticipate and address their future challenges and opportunities. I look forward to fostering meaningful relationships and building personalized solutions to continue to empower our members to achieve their financial goals.”

“Scott’s wealth of experience and thorough understanding of our members’ needs, along with his leadership across multiple departments, position him to elevate our member experience,” said Darlene Johnson, Executive Vice President, Chief Strategy and Transformation Officer, Suncoast Credit Union. “Scott has demonstrated in his time at Suncoast that he is an innovative leader who is dedicated to improving the lives of our members.”

Scott holds a Bachelor of Science in Finance from Florida State University and two master’s degrees—an MBA and a Master of Science in Accounting—from the University of Tampa.

### **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 80 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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