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SUNCOAST CREDIT UNION NAMES NEW VICE PRESIDENT OF COMMUNITY IMPACT

TAMPA, Fla. (February 15, 2023) - Suncoast Credit Union announces the naming of Bob Hyde as the Vice President of Community Impact, a new role for the organization.

Hyde has been with Suncoast for over 4 years, previously serving as the Vice President of Enterprise Risk Management. He will now serve as the community leader for critical outreach work in support of Suncoast Credit Union and its Foundation in order to further the Suncoast mission of improving the financial lives of its members. His responsibilities include oversight of the Suncoast Foundation, the Youth Outreach division, and the Community Development Financial Institution program. His focus will be to increase the credit union's presence and overall community impact by building and cultivating strategic alliances in order to give back to the community, drive financial wellness, increase educational opportunities, and improve economic conditions. He officially started the role and began leading the Community Impact team on February 6, 2023.

From 1993 to 2015, Hyde enjoyed 22-years of distinguished service as an officer in U.S. Navy, culminating with duty at both U.S. Special Operations Command and U.S. Central Command where he was responsible for identifying and mitigating risk associated with key national security issues. Before joining the Suncoast team, Bob served as an Executive Vice President for an emerging technologies Risk Management firm, and the inaugural Vice President of Enterprise Risk Management at Grow Financial Federal Credit Union.

"We are excited to add Bob to our Community Impact team here at Suncoast," says Melva McKay Bass, Senior Vice President Chief Community Development Officer at Suncoast. "His passion and knowledge will be an asset to our Community Impact team and will help advance our efforts to reach and benefit the communities throughout the entire state of Florida."

About Suncoast Credit Union

Suncoast Credit Union is the largest credit union in the state of Florida, the 10th largest in the United States based on membership, and the 10th largest in the United States based on its \$16.3 billion in assets. Chartered in 1934 as Hillsborough County Teachers Credit Union, Suncoast Credit Union currently operates 75 full-service branches and serves more than one million members in 40 counties 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 \$40 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 [suncoastcreditunion.com](https://www.suncoastcreditunion.com) or follow us on social media: [Facebook](#), [LinkedIn](#), [Twitter](#), and [Instagram](#).