

## NEWS RELEASE

For Immediate Release

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### Gulf Winds Credit Union

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## Gulf Winds Selects Daniel Souers as President and Chief Executive Officer

**Pensacola, Florida (August 31, 2022)** — Gulf Winds Credit Union is pleased to announce the selection of Daniel Souers as its next President and Chief Executive Officer, effective October 1, 2022. He will succeed Chris Rutledge, who is retiring after 20 years as the President and CEO of Gulf Winds.

“We are pleased to bring Daniel onto the team,” said Board Chairman R.L. “Ozzie” Oswald. “Not only does Daniel embody our values and fit our culture, but he also brings a wealth of knowledge and experience to Gulf Winds. Our Board of Directors conducted a carefully planned and thorough search to find the right leader for our organization. We are looking forward to our future with Daniel at the helm.”

Daniel brings significant experience to Gulf Winds, most recently as the Chief Experience Officer for First Service Credit Union in Houston, Texas. He has proven expertise in executive leadership, financial management, marketing, member experience and product development, and approaches his work with a drive for growth and results.

“I’m honored and excited to join Gulf Winds as President and CEO,” said Daniel. “Gulf Winds has a rich history of serving members and I look forward to building upon Chris’ legacy and the foundation set by the Board and the entire team. Under my leadership, we will focus on improving the financial lives of our members, providing innovative products and services, and positively impacting the communities we serve.”

Daniel began his career as a Market Research Consultant and later managed marketing for one of the largest credit unions in Alabama. In 2016, Daniel transitioned to First Service Credit Union in Houston, Texas. Quickly moving up, Daniel became the Chief Experience Officer in 2020. Responsible for providing leadership of marketing and community outreach, the contact center, and professional development programs for staff, Daniel helped to shape the credit union’s culture and member experience. During Daniel’s time at First Service, the credit union more than doubled in size due to organic growth and the largest credit union merger in Houston’s history.

Daniel graduated from the University of South Alabama with a bachelor’s degree in Business Administration. He also completed the Southwest Credit Union National Association (CUNA) Management School with honors and holds a Data-Driven Marketing Certificate from Cornell University. Daniel will be moving to Pensacola with his wife and five children.

### About Gulf Winds:

Since 1954, Gulf Winds Credit Union has offered products and services that *Move Members Forward*. Gulf Winds provides 76,000+ members with the convenience of 13 branch locations, digital banking, nationwide surcharge-free ATMs and the support of more than 200 knowledgeable employees committed to providing excellent service. Membership is open to anyone that lives, works, worships or attends school in North Florida, Southern Alabama and Southern Georgia. Visit [GoGulfWinds.com](http://GoGulfWinds.com) for more information.

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