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Media Contact:

Keith Metz-Porozni, R/West
keithm@r-west.com | 971-506-7769

FIRST TECH FEDERAL CREDIT UNION ANNOUNCES NEW VICE PRESIDENT OF MARKETING

Jack Weldon Brings 25 Years of Marketing Experience to One of the Nation's Largest Credit Unions

MOUNTAIN VIEW, Calif. – January 27, 2014 – [First Tech Federal Credit Union](#), the nation's leading credit union serving employees in the technology industry, announces **Jack Weldon as its new Vice President of Marketing**. Weldon most recently served as Senior Director of Global Digital Marketing & Operations for Visa Inc. With more than 25 years of experience, Weldon is an industry leader in marketing strategy, digital marketing and brand development. At First Tech, he is responsible for leading marketing teams and initiatives that continue to position First Tech as its members' true financial partner.

"Jack has incredible industry expertise with a proven track record of delivering innovative marketing initiatives across technology and financial services sectors," said First Tech President and CEO Greg Mitchell. "With Jack's deep experience as a marketing strategist and technologist, he is poised to make an immediate impact for our members and our business."

Prior to Visa, Weldon held VP-level roles with leading global marketing agencies, where he developed digital marketing initiatives and brand strategy for high-profile technology, financial services, life-sciences and automotive market innovators. Earlier in his career, Weldon co-founded a marketing consulting firm and launched some of the industry's newest Internet-based services, search technologies and first-generation websites. He is a graduate of San Jose State University.

About First Tech Federal Credit Union

First Tech Federal Credit Union is a \$7.35 billion institution headquartered in Mountain View, Calif. It is the nation's premier credit union serving the world's leading technology-oriented companies and their employees, including HP, Microsoft, Agilent, Intel, CISCO, Amazon, Nike, CH2M Hill, Intuit, Google and more. First Tech is recognized as the industry catalyst for delivering effortless banking experiences to its 380,000 members through its 40 branch locations, more than 5,000 CO-OP Branch locations, 30,000 CO-OP Network ATMs and 286,000 ATMs nationwide. First Tech offers a full range of banking services, including traditional banking, mortgage, financial planning and insurance services. For more information, visit firsttechfed.com.

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