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**FIRST TECHNOLOGY FEDERAL CREDIT UNION PROMOTES ALEX DE LA CRUZ TO SENIOR VICE PRESIDENT, HEAD OF RETAIL**

**(REDMOND, Wash.) – May 11, 2017 –** [First Technology Federal Credit Union](#), the nation’s premier credit union serving technology companies, has promoted Alex de la Cruz to senior vice president, head of retail. Previously, de la Cruz served as First Tech’s vice president of member experience.

In his new position, de la Cruz will lead First Tech’s retail channel including the strategy for the next generation of First Tech’s Branch of the Future. He’ll also play an integral role in the credit union’s continued commitment to providing the best service and experience to its members. He brings more than 15 years of management experience in the private, public and nonprofit realms, where he continually excelled in the areas of relationship development, strategic planning and creative problem solving.

“We’re thrilled to see Alex take on a wider role in our retail operations,” said Brad Calhoun, chief retail and marketing officer at First Tech. “He has already been instrumental in ensuring exceptional First Tech member experiences, and brings sharp management and organizational skills to his new position. As an integral part of our credit union team, we’re excited for Alex and look forward to continue working hand-in-hand to meet the needs of our members.”

Since joining First Tech in 2014, de la Cruz has been deeply engaged in helping the credit union build customer loyalty through outstanding service. Serving previously as vice president of member experience, he was responsible for all direct member interaction functions. Before that, he served as First Tech’s regional director for the Washington, Idaho and Colorado region.

De la Cruz is a graduate of Heritage University in Toppenish, Wash.

**About First Technology Federal Credit Union**

First Technology Federal Credit Union is a \$10 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 Inc., Hewlett Packard Enterprise, Microsoft, Agilent, Intel, Cisco, Amazon, Nike, CH2M, Intuit, Google and more. First Tech is recognized as the industry catalyst for delivering effortless banking experiences to its 481,710 members through its 41 branch locations, more than 5,400 CO-OP Shared 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](http://firsttechfed.com).

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