



Chanta Rosenstock, VP, Retail at TDECU

For Immediate Release: TDECU Names Chanta Rosenstock New VP of Retail

(Lake Jackson, TX) — [TDECU](#) is pleased to welcome Chanta Rosenstock as its new Vice President, Retail. In this position, Rosenstock is responsible for leading, coaching and managing TDECU's retail market directors and their respective teams to drive deeper member relationships. Rosenstock will be responsible for the person-to-person Member relationship experience, creating a strong Member-centric culture complete with accountability and ownership at all levels in the retail channel.

A true believer in professional growth and cultivating a positive workplace culture, Rosenstock brings more than two decades of team and experience management leadership. Most recently, she served as Vice President, Consumer Market Manager for Bank of America in Las Vegas. Previous experience also includes Best Buy, where she served as Customer Experience Manager in Kennewick, Washington, driving profit growth by deepening customer connections.

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“Chanta brings amazing energy and talent to our team,” said TDECU Chief Growth, Strategy and Marketing Officer, Alex De La Cruz. “Her experience both in financial services market leadership and in retail customer experience management is an ideal background for her new role at TDECU, where we are sure she will help us continue to lead the way in creating an exceptional Member experience.”

About TDECU

Founded in 1955, TDECU is a not-for-profit financial cooperative with more than 341,000 Members and over \$3.6 billion in assets. TDECU currently has 37 service locations, including 33 Member Centers, and offers a complete selection of convenient, innovative, and competitive products and services, including a full suite of deposit products as well as mortgage, auto and personal loan products, online and mobile banking. TDECU also offers, through its subsidiaries, retirement planning and wealth management, personal and business insurance products. Members can also access a worldwide network of over 55,000 surcharge-free ATMs. For more information, visit [TDECU.org](https://www.tdecu.org) or call (800) 839-1154.

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