For Immediate Release

UFCU Names Michael Crowl President

**Austin, TEXAS, August 10, 2021** —UFCU, Austin’s largest locally-owned financial institution, has named Michael Crowl as President, a newly created executive role at the 85-year-old not-for-profit cooperative with $7.5 billion in assets under management and serviced.

Crowl, who most recently served as the credit union’s Executive Vice President of Member Experience, will oversee UFCU’s efforts to empower Members and communities served in achieving strong levels of financial health. He will extend leadership to executives responsible for operations, strategy, Member experience, and community impact and play a key role in enabling the cooperative’s “People Matter” culture to fully meet Member needs and expectations. Crowl continues reporting to UFCU CEO Tony Budet.

Crowl joined UFCU in 2005 and was appointed to the role of Chief Financial Officer and was named Senior Vice President of Planning & Execution/CFO before being appointed Executive Vice President of Member Experience in 2019.

“Michael has linked arms with other leaders and individual contributors at UFCU to lead teams to outstanding growth and accomplishment,” said Budet. “He has intimate knowledge of our operations and culture and advocates for Member-centric innovation and mechanisms that enhance Member value. He’s very much a champion of the credit union movement and its focus on serving Members and communities at the local level.”

Community service is important to Crowl as demonstrated by his engagement and leadership on the Greater Austin Chamber of Commerce Board, Caritas of Austin Board, and the President’s Council of the Seton Fund for Dell Seton Medical Center at The University of Texas.

Crowl holds a bachelor’s degree in Finance and an MBA from the University of Houston–Clear Lake.

**About UFCU**  
As a Member-owned, not-for-profit financial cooperative, UFCU is passionate about changing lives and strengthening communities. With more than 336,000 Members in Central Texas and Galveston County and total assets (under management and serviced) exceeding $7.5 billion, UFCU offers a variety of products, services, and education programs to empower Members in achieving financial health. To learn more, visit [UFCU.org](https://www.ufcu.org/).

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