



**Ken Gardner Named AVP of Human Resources**

**at Greater Texas Credit Union**

**AUSTIN, February 23, 2022** – Ken Gardner, who has been with [Greater Texas Credit Union](https://www.gtfcu.org/) for a decade, has been named Assistant Vice President of Human Resources. In this new position, he oversees the HR operations for Greater Texas and its Aggieland subsidiary.

Gardner began his career with Greater Texas in 2012 as an HR assistant, moving up to HR manager and then to Total Rewards and HRIS Manager, the position he held before being named assistant vice president.



His mission for 2022 in the new role is to navigate the changing labor market, in which people have so many employment options that retaining the best talent is a huge objective for Gardner.

“2021 was the year of the Great Resignation,” Gardner observed, “but this year is going to be all about the Great Retention, retaining our critical people. It has always been a passion of mine to get the best talent in the door, and now we need to focus on keeping them here.”

Gardner added that his new role allows him to partner with other Greater Texas leaders to optimize organizational development while ensuring that the work culture at the credit union “truly reflects our core values.”

“In his time with us, Ken Gardner has distinguished himself through his ability to be both strategic and tactical in his approach and perspective,” said Molly Daniels, Senior Vice President/Chief Human Resources Officer of Greater Texas Credit Union. “We’re delighted to have him in this new position where he can continue to positively impact our entire HR operations and help develop the talent strategies we need to compete in a rapidly changing talent market.”

**About Greater Texas**

[Greater Texas](http://www.gtfcu.org) Credit Union, founded in 1952, is a financial cooperative that emphasizes community stewardship, charitable giving, and employee volunteerism through its Greater Good initiative. Together with its subsidiary, Aggieland Credit Union – which serves the Brazos Valley – the credit union offers a wide variety of consumer-oriented banking services to its 80,000 members across the state of Texas. Greater Texas has locations in Austin, Houston, San Antonio, Bryan-College Station, Edinburg, and the Dallas-Ft. Worth market with assets of nearly $1 billion.

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