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**Jill Thomas-Aviles of Jax Federal Credit Union Named a 2021 Credit Union Rock Star**

JACKSONVILLE, Fla. — Oct. 15, 2021 — Jill Thomas-Aviles of Jacksonville is among 31 credit union professionals and volunteers named as 2021 Credit Union Rock Stars by the editorial team of [*Credit Union Magazine*](https://www.cuna.org/creditunionmagazine/)*.*

The Credit Union Rock Stars program recognizes outstanding credit union professionals and volunteers from a wide range of disciplines who use their unique strengths to advance the missions of their credit unions. This year’s winners were selected for their exceptional creativity, innovation and passion.

Thomas-Aviles is the Vice-President of Operations and Digital Strategy at [Jax Federal Credit Union](https://www.jaxfcu.org), which is headquartered in Jacksonville and serves members across Northeast Florida. Her [story appears on CUNA News](https://news.cuna.org/articles/119905-in-touch-with-tech), a website published by the Credit Union National Association (CUNA).

“The 2021 class of Rock Stars is diverse in its backgrounds and strengths,” said Michelle Willits, publisher of *Credit Union Magazine*. “During the past year's trying times, these Credit Union Rock Stars used their unique characteristics to serve their members, their communities and their co-workers.”

“We know that credit unions all over the nation are still experiencing effects from the pandemic,” said Ann Hayes Peterson, vice president of publishing at CUNA and editor-in-chief of *Credit Union Magazine*. “This year's Credit Union Rock Stars have shown us that despite the struggles we have been facing, you can still find a positive way to help the community, its members and the credit union.”

Thomas-Aviles has worked for Jax Federal Credit Union for 23 years. She has been a key part of implementing the credit union’s digital communications strategy, from guiding their very first telephone and home banking program in 2000 to managing the development of wireless ATMs so members have access to disaster funds throughout the pandemic. Most recently, she led the launch of a new digital and mobile banking platform that allows members to more easily manage, track and link their accounts through one system.

“We could not ask for a better representation of our credit union and what we stand for than Jill,” said John Servos, President and CEO of Jax Federal Credit Union. “The management and leadership skills that she has demonstrated throughout her tenure — and especially over this last year — have laid the foundation for our digital transformation as we continue to prioritize our members' needs.”

Sponsored by [Fiserv](https://www.fiserv.com/en/industries/credit-unions.html)*,* Credit Union Rock Stars will be profiled in a special digital issue of *Credit Union Magazine*.

Check out all the winners and read their stories at [news.cuna.org/rockstar](http://news.cuna.org/rockstar).

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**About Jax Federal Credit Union**Established in 1935, Jax Federal Credit Union serves over 38,500 members across Duval, Clay, St. Johns, Baker and Nassau Counties. Jax Federal Credit Union helps its members meet their financial needs through nine branch locations; a robust mobile and internet banking platform; and access to over 6,800 Shared Branching locations and nearly 30,000 surcharge-free ATMs nationwide. For more information, visit jaxfcu.org.

**About CUNA**Credit Union National Association (CUNA) is the only national association that advocates on behalf of all of America's credit unions, which are owned by 120 million consumer members. CUNA, along with its network of affiliated state credit union leagues, delivers unwavering advocacy, continuous professional growth and operational confidence to protect the best interests of all credit unions. For more information about CUNA, visit [cuna.org](http://www.cuna.org/). To find your nearest credit union, visit [YourMoneyFurther.com](http://yourmoneyfurther.com/).