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GTE Financial Promotes Brian Best to Executive Vice President

TAMPA, Fla. – (July 9, 2014) – [GTE Financial](#), one of Florida’s largest credit unions, has promoted Brian Best to executive vice president sales and service.

“Brian is a proven leader who has a keen understanding of marketing, virtual channels, our products, and managing a talented staff,” says Joe Brancucci, president and CEO of GTE Financial. “In this new position, his focus on sales and service means greater opportunities for us to further evolve our business model and continue to innovate and redefine the member experience at GTE.”

Best served as GTE’s senior vice president member experience since 2010 and has more than 18 years of experience in the financial services industry. Prior to joining GTE Financial, Best was the chief lending and operations officer at Grow Financial Federal Credit Union. He carries a diverse background in commercial and consumer banking, operations, investment and risk portfolio management, retail strategy, organizational branding and business restructuring. Best is also a certified trainer and keynote speaker for the Federal Financial Institutions Examination Council that oversees the Federal Reserve Board, FDIC, NCUA and the OCC.

Best received his B.S. in Marketing from Wright State University and his M.A. in Business and Administration from Saint Leo University. He currently serves on the Tampa Economic Development Advisory Committee and is a board member of the Boys and Girls Club of Tampa Bay.



Brian Best

About GTE Financial:

GTE Financial is a not-for-profit financial cooperative with more than \$1.6 billion in assets and 21 Community Financial Centers located throughout West Central Florida. Chartered in 1935, GTE Financial is locally owned and operated in the Tampa Bay area, serving more than 216,000 individuals and businesses. More information on GTE Financial can be found at www.gtefinancial.org.

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