**FOR IMMEDIATE RELEASE**Contact: Heath Combs heath.combs@truliantfcu.org
(o) 336.293.2054 (c) 336.442.5736

**Murray Named Chief Member Experience Officer at Truliant**

WINSTON-SALEM, N.C. (July 27, 2021) – Truliant Federal Credit Union announced today that it has named Chris Murray to the newly created role of Chief Member Experience Officer (CMEO).

Murray was most recently Senior Vice President of Member Experience. He has spent 12 years at Truliant managing many aspects of member service. Early in his career at the credit union, he pioneered a No-Cost Credit Review for members at a time when credit scores were closely guarded by lenders. Most recently, he oversaw a member satisfaction team whose survey results have driven positive changes in processes based directly on member feedback.

“Chris carries the mantra of quality service and caring as the best way to grow relationships with our member-owners,” said Todd Hall, President and CEO of Truliant. “His creative approach to enhancing the member experience is always thoughtful. Chris’ dedication, hard work, and compassion for our members and employees is evident in everything he does.”

In his new role, Murray will be responsible for traditional marketing, indirect dealer services, credit administration, member satisfaction, Truliant Insurance Services and Truliant Financial Advisors. He will continue to shape internal culture based on better serving members while working to deepen the credit union’s understanding of member expectations and acting to exceed them through staff resource, process and platform enhancements.

Murray began his career with Truliant in 2009. He was regional director of Member Financial Centers prior to his Senior Vice President of Member Experience role. He has led and supervised numerous strategic and new business initiatives. Among notable projects, he led Truliant’s indirect lending program, the launch of Truliant’s popular Debt180 loan to help members become debt free, and the relaunch of its signature credit card program.

Murray received a Bachelor of Science in Business Management from the Bryan School of Business and Economics at the University of North Carolina at Greensboro. He leads the credit union’s continuing involvement with the Bryan Schools’ Master of Business Administration Capstone Projects program. Additionally, Murray serves on the board of directors for Junior Achievement of the Triad.

**About Truliant Federal Credit Union**
Truliant is a mission-driven, not-for-profit financial institution that promises to always have its member-owners’ best interest at heart. It improves lives by providing financial guidance and affordable financial services. Truliant was chartered in 1952 and now serves 280,000+ members. Truliant has more than 30 Member Financial Centers in North Carolina, South Carolina and Virginia.