



**CU EVOLUTION**  
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**CU Evolution Welcomes New Marketing Strategist to the Team**

(Cross Roads, Texas – May 5, 2021) – Small credit union consulting firm CU Evolution today announced Shelley Carlson will join the credit union service organization (CUSO) as a marketing strategist. Carlson will be responsible for assisting credit union clients in the development and implementation of strategies to strengthen their market presence.



Carlson joins the CU Evolution team from Texas Partners Federal Credit Union. It was there that she started her credit union career in 2008 leading the organization's marketing efforts. In 2016, she was promoted to vice president of marketing and PR. During her tenure at Texas Partners, Carlson focused on new member acquisition and expansion of existing member relationships. Carlson graduated from Southwest CUNA Management School in 2012.

Carlson first developed her marketing abilities at Sony Electronics, Inc., where she was involved in strategy, branding and business storytelling. At Sony, she also gained experience in project management, public relations, event management and budgeting.

“I like to say that although I didn’t begin my career in the credit union movement, but I got here as fast as I could,” said Carlson. “I am looking forward to being a part of CU Evolution and implementing creative marketing strategies that will make a difference in success of small credit unions,” says Carlson.

“Shelley enthusiasm for the credit union industry is contagious,” said Howard Bufe, CU Evolution president and CEO. “Her willingness to embrace challenges while maintaining a high degree of excellence are assets that will enhance our ability sustain and grow the small credit union movement.”

**About CU Evolution**

In early 2018, CU Evolution evolved from LiFE Federal Credit Union in Denton, Texas. Just a few months later, Family 1<sup>st</sup> of Texas Federal Credit Union in Fort Worth, Texas, engaged in the credit union service organization (CUSO) as its second owner. The mission of the CUSO is to facilitate strategy and growth of credit unions through a robust menu of resources to ensure the credit union movement continues to evolve and thrive. To learn more, visit cu-evo.com and follow CU Evolution on LinkedIn, Twitter and Facebook.