**Security First Federal Credit Union Announces**

**Selection of New President/CEO**



**EDINBURG, TEXAS** (Nov. 9, 2021) — Security First Federal Credit Union has named Andy Reed as its new president/CEO effective Monday, Jan. 3, 2022. Cornerstone Resources conducted the executive search for the $467 million credit union.

Reed brings 17 years of management experience within the credit union industry to Security First FCU. His passion for driving results, implementing service standards to improve member relations, and building high-performance teams will help Security First FCU continue to provide exceptional service to their members.

Reed comes to Security First FCU from Baylor Health Care System Credit Union in Dallas, Texas, where he served as the president/CEO. He was responsible for the overall strategic objectives of the credit union, reduced reportable loan delinquencies from 1.79% to 0.38%, and doubled first mortgage loan origination two years in a row.

Prior to his role at Baylor Health Care System, Reed was the president/CEO at Texas People Federal Credit Union in Fort Worth, Texas. In this role, Reed returned the credit union to profitability in his first year of tenure by increasing income 5.1%, loans outstanding 18.6%,

reducing expenses by 11.5%, and reducing delinquency.

Reed holds a Master of Business Administration and a Bachelor of Business Administration from LeTourneau University. Additionally, Reed is a graduate from Cornerstone League’s [Southwest CUNA Management School](https://www.scms.coop/).

***About Cornerstone Resources***

*Cornerstone Resources is a service corporation that provides industry-leading solutions and expertise to credit unions across the country. Cornerstone Resources is a part of the Cornerstone League, a regional trade association representing the interests of credit unions in Arkansas, Oklahoma, and Texas. For more information, please visit* [*cornerstoneleague.coop/solutions*](https://www.cornerstoneleague.coop/solutions)*.*

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