



## News Release

---

### **Becky Smith Named One of Maryland's Top 100 Women** *The Daily Record Announces Prestigious List of 2021 Winners*



**Baltimore, Maryland** (May 13, 2021) — *The Daily Record* has named Becky Smith, chief strategy and marketing officer of [SECU](#), Maryland's largest state chartered credit union, one of Maryland's 2021 Top 100 Women.

"The 2021 Maryland's Top 100 Women are hard-working, community-minded and not afraid to speak out for what they believe in. They support others, particularly through mentoring, and find innovative ways to create a positive impact in Maryland and beyond," said Suzanne Fischer-Huettner, group publisher of *The Daily Record*. "We celebrate this year's Top 100 Women's achievements and look forward to their future accomplishments."

Maryland's Top 100 Women was founded in 1996 to recognize outstanding achievements by women demonstrated through professional accomplishments, community leadership and mentoring. More than 1,500 women have been presented with the honor over the years. A panel of business professionals, previous Maryland's Top 100 Women honorees from throughout the state and a representative of *The Daily Record* reviewed the final applications and selected this year's honorees.

"Becky's creative vision is transformative for our members in their experience, and has elevated how we're best able to serve them," said Dave Sweiderk, president and CEO of SECU. "We join the business community in honoring her achievement and look forward to her continued success both at SECU and in the community."

Smith has more than 20 years of integrated marketing leadership experience with specific expertise in guiding companies and brands through transformative advertising and marketing efforts.

Since joining SECU in 2019, Smith has propelled the credit union's reputation as a reliable, member-centric brand that sets new standards for innovative products and experiences. As the executive vice president of marketing and strategy for SECU, she has executed long-term plans and initiatives focused on marketing, advertising, corporate communications, member experience, community outreach and digital and business intelligence. Smith has also built and led world-class marketing, strategy, digital and innovation teams to achieve SECU's brand and

financial objectives. These include leading SECU's brand refresh, elevating the traditional mobile or digital banking experience by increasing self-serve functionalities while also simulating an in-person branch experience, facilitating more than \$215,000 through the first of its kind SECU MD Foundation COVID-19 Relief Fund and launching SECU MD Foundation's first-ever Day of Kindness, which inspired more than 7,000 random acts of kindness and raised more than \$51,000 in donations.

Smith currently serves on the board of directors for EveryMind, a non-profit dedicated to mental health awareness, and as the president of the SECU MD Foundation's board of directors. She is an alumnus of Shippensburg University of Pennsylvania.

To view *The Daily Record's* complete list of 2021 Top 100 Women, visit <https://thedailyrecord.com/top-100-women>.

#### **About SECU (State Employees' Credit Union of Maryland)**

*SECU ("see-Q"), Maryland's largest state chartered credit union, serves 260,000 members across the state. As a member-owned, not-for-profit, SECU puts its members first. Membership is open to all Maryland state employees and their families, University System of Maryland students, graduates, staff and their families, Bank At Work partners and many others. Headquartered in Linthicum, Md., SECU has 22 financial centers and provides access to 30,000 free ATMs through the CO-OP network. With more than \$4 billion in assets, SECU ranks among the top 60 credit unions nationwide based on total assets in the U.S. Insured by NCUA. For more information, visit [www.secumd.org](http://www.secumd.org) or follow SECU on [Twitter](#), [Facebook](#) and [Instagram](#).*

###

#### **MEDIA CONTACT**

Stacey Bollinger  
[sbollinger@planitagency.com](mailto:sbollinger@planitagency.com)  
443-789-7153