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**TruWest® Credit Union Welcomes Dynamic Trio with Promotions and a New Hire**

*Local Credit Union Adds Sarah Hancotte, Jennifer Kimmell and Jeff Lee to Leadership Team*

**PHOENIX** – [TruWest Credit Union](https://truwest.org/), is excited to announce the promotion of two employees, Sarah Hancotte and Jennifer Kimmell and the hiring of Jeff Lee. Hancotte was promoted to vice president of strategy, Kimmell was promoted to senior vice president and chief marketing officer and Lee has joined as vice president of lending.

“We take pride in the growth of our team members and are thrilled to see the promotion of Jennifer and Sarah as well as the hiring of Jeff to our management team,” said President and CEO of TruWest Credit Union, Alan Althouse. “Their experiences bring fresh ideas and unique perspectives to the leadership group and will help us maximize our efforts in bringing exceptional credit union services to our members.”

Hancotte will take lead on the planning and executing of the credit union’s wide strategic initiatives that help TruWest maintain a competitive role in the marketplace. Hancotte has worked at TruWest for 14 years and previously led a team of 40 employees as the Arizona district manager before advancing to IT application manager. Hancotte is passionate about community development efforts as an advocate for credit unions and improving the lives of members and upcoming leaders. She earned a master’s degree in business administration from Wilkes University and serves on the board of the Arizona Council on Economic Education.

Kimmell, now a senior vice president and chief marketing officer, has been a member of the TruWest team for 15 years. Previously, she worked as vice president for both the strategy and member service departments. Kimmell was also the assistant vice president at BBVA Compass, a bank holding company, before starting her journey with TruWest. In her new role, Kimmell will lead the credit union’s marketing and communication efforts, including developing and promoting the credit union’s digital channels. Kimmell also volunteers as a committee member for the Credit Union National Association in her spare time. She holds a bachelor’s degree in business management and her Master of Business Administration from the University of Phoenix.

Lee, an Arizona State University graduate, is the newest vice president of lending at TruWest Credit Union. Professionally, he started his career in federal law enforcement, investigating crimes related to tax evasion, money laundering and identity theft. In early 2000, he left law enforcement to become a partner at a mortgage company where he increased lending across the country while developing effective sales leaders and production staff. His experience in construction financing took him to Fairway Independent Mortgage to spearhead the development and growth of a renovation lending platform which grew to a top five renovation lender in the country.

For more information about TruWest Credit Union, visit truwest.org.

**About TruWest Credit Union**

TruWest Credit Union is headquartered in Tempe, Arizona, and operates as a cooperative providing its members with a lifetime of quality financial services and a culture of caring for its members, employees and communities. TruWest is a strong and sound financial institution with more than 96,000 members and assets totaling more than $1.3 billion. TruWest® Credit Union has 13 branch locations – nine in metro Phoenix and four in Austin, Texas. For more information, visit truwest.org.

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