**West Texas Credit Union Announces Selection of New President/CEO**

**ODESSA, TEXAS** (Aug. 11, 2022) — West Texas Credit Union has named Adrian Rubio as its new president/CEO. Cornerstone Resources conducted the executive search for the $65 million credit union.

Rubio has over 18 years of management experience, and 10 of those years within the credit union industry. His passion for building strong and effective teams, delivering critical results, and executing key business initiatives will help West Texas CU continue to provide its members with unique financial services and education through deep personal connection and extraordinary measures to achieve financial independence and excellence.

Rubio comes to West Texas from Heritage USA Federal Credit Union in Midland, Texas, where he served as president/CEO. He was responsible for the overall health and all operations of the credit union. At Heritage USA, Rubio increased capital by 57% over five years and set records for the highest ROA growth at the credit union, year-over-year.

Prior to his role as president/CEO at Heritage USA, Rubio was the VP of lending at Southwest 66 Federal Credit Union in Odessa, Texas, where he was responsible for all lending and collection functions at the credit union. In this role, Rubio audited loans for quality and compliance assurance, maintained profitable, high-yielding loans, and reduced delinquencies and losses.

Rubio completed special training at John Maxwell Leadership Track, Crystal Report Writing, and Ron Rehard School of Finance.

***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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