

**For Release: Immediate Contact: Lisa Allender**

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**Security*p*lus Federal Credit Union Announces**

**Chief Marketing Officer**

*Baltimore, MD* (September 12, 2022) Security*p*lus Federal Credit Union is pleased to welcome Brian Holloway as Chief Marketing Officer. In his role, Brian will oversee marketing and branding strategies, communications and media relations, social media, member acquisition and engagement, product management and digital experience.

“I am extremely excited to have Brian join our Executive Leadership Team”, stated Chief Executive Officer, Tricia Szurgot. “Brian is a forward-thinking CMO with a proven track record in building strong brands and capturing market share. His expertise, creativity, and digital and technological insights bring the right balance of art and science to innovate and align the credit union’s growth goals with our brand vision.”

Brian has more than twenty years of marketing and advertising experience in the credit union industry, most recently serving as Vice President of Marketing at Andrews Federal Credit Union, located in the Washington metropolitan area and with assets of $2.2 billion. Prior to this, he worked as Assistant Vice President of Marketing at Grow Financial Federal Credit Union in Tampa, Florida.

Brian is a Certified Credit Union Marketing Executive through the Credit Union National Association (CUNA) and has a bachelor’s degree in Marketing from the University of South Florida. Under his leadership, over 50 marketing and advertising honors and awards have been received from the American Advertising Association, Web Marketing Association, the Credit Union National Association, the Credit Union Executive Society, the National Association of Federal Credit Unions, and the Marketing Association of Credit Unions in recognition for outstanding marketing, advertising, and business development initiatives.

Security*p*lus Federal Credit Union is a $520 million not-for-profit, member-owned, financial institution, serving individuals, families, businesses and communities in the Greater Baltimore Area and beyond. Founded in 1938, Security*p*lus is one of the largest full-service credit unions in Maryland, with over 34,000 members. With a focus on making a positive difference, Security*p*lus is a leader in digital banking, offering 24/7 access to inclusive easy-to-use banking products and services for consumers, families, businesses and non-profits. For more information on how you or your business can become part of the Security*p*lus family or learn upcoming events, products and services, and more, visit securityplusfcu.org.

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