



FOR IMMEDIATE RELEASE

**For more information contact:
Jennifer Reed, VP/Public Relations
Sound Credit Union
800.562.8130 ext. 2928 | jreed@soundcu.com**

Sound Credit Union Welcomes Jamie Mullenix as SVP/Chief People and Culture Officer

TACOMA, Wash. – [Sound Credit Union](#) (Sound) has appointed [Jamie Mullenix, CCUE-WCMS](#) as its Senior Vice President and Chief People and Culture Officer. Mullenix brings more than 10 years of executive leadership experience, leading initiatives that align business strategy, workforce design, and strategic communications to drive measurable performance.

Most recently, Mullenix served as the Vice President of People and Organizational Effectiveness at Peak Credit Union in Olympia, Washington. In her new role at Sound, she will join their executive management team, where she will oversee talent acquisition, training and development, performance management, compensation and benefits, and culture initiatives. Her leadership will support Sound's continued growth and further advance the organization's commitment to developing meaningful career pathways and building a workplace culture where all employees feel valued, supported, and empowered.

"Jamie brings a wealth of knowledge and experience that will further strengthen the cultural foundation we've built at Sound," said Robyn LaChance, Executive Vice President and Chief Strategy Officer of Sound Credit Union. "Her background in talent management, leadership development, and organizational culture aligns perfectly with our vision and will support Sound's continued growth and long-term goals."

Mullenix believes unity is foundational to organizational success. "When leaders speak with one voice and employees understand both the 'why' and the 'how,' performance follows," she said. "I'm honored to join Sound Credit Union and look forward to helping strengthen an already strong culture."

Mullenix holds a Bachelor of Science from Western Governors University and completed post graduate work at Harvard Business School. She has also earned her Credit Union Executive Certificate from the Western Credit Union Management School at Pomona College, reflecting her commitment to continued professional development within the credit union industry.

About Sound Credit Union

Sound Credit Union was founded in 1940 and today is one of Washington State's largest credit unions. With 26 full-service branch locations throughout the Puget Sound area, Sound provides over 175,000 members with authentic and trusted financial support and services. Sound is driven by the purpose of standing with members, employees and the community through all waves of life.