

NEWS RELEASE

For Immediate Release



Gulf Winds Credit Union

For more information, contact:

Pola Young, Director of Community Engagement

Office: 850.542.2166

Email: Pola.Young@gogulfwinds.com

Gulf Winds Credit Union Strengthens Senior Leadership Team with Executive Promotions

Pensacola, Florida (May 20, 2025) – As part of its continued leadership evolution, Gulf Winds Credit Union is proud to announce two senior leadership promotions that further align the organization around responsible growth, operational excellence, and exceptional member service.

Haley Murph has been promoted to Senior Vice President of Technology. In this position, Murph will bring together our Business Transformation team, Enterprise Technology team, and Cybersecurity team. Uniting these teams will allow for more seamless work across departments to deliver an even better, more modern banking experience for the members and communities we serve.

Murph has been with Gulf Winds for nine years and has played a key role in enhancing team performance, building new departments, integrating new platforms, and driving organizational success. During her tenure, she has consistently delivered results in fostering growth and delivering an exceptional member experience.

Stacey Holt has been promoted to Vice President of Sales and Service. In this position Holt will provide leadership for Gulf Winds Contact Center, Payments team, and Operations teams, helping to deliver a more consistent end-to-end member experience. This elevated structure is designed to ensure members receive the same level of care—whether they call, click, tap, or stop by a branch.

Since joining Gulf Winds in 2015, Holt has played an instrumental part in guiding our teams in Alabama to increase profitability while delivering an exceptional member experience. While serving the Alabama region, Holt has become essential in enhancing our local community engagement and offering stronger support to our members.

“These promotions, as well as Walt Stepnowski’s recent transition to Executive Vice President, reflect the depth of talent across our organization and our continued investment in leaders who drive collaboration, innovation, and execution,” said Daniel Souers, President and CEO of Gulf Winds. Haley and Stacey have each demonstrated outstanding leadership, strong financial expertise, and a clear commitment to our mission, our members, and our goals. I am excited to see how they will continue to reshape our business and strengthen our foundation.”

Together these appointments strengthen Gulf Winds leadership structure and reflect the credit union’s ongoing commitment to a high-performance culture with a mission of helping its members and communities succeed financially.

Learn more about Gulf Winds at GoGulfWinds.com.

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About Gulf Winds Credit Union:

At Gulf Winds Credit Union, we believe financial success is the foundation for stronger communities. Since 1954, we’ve helped members move forward with confidence—providing innovative solutions, certified financial coaching, and a deep commitment to the people and communities we serve. With 12 branches, more than \$1.3 billion in assets, powerful digital tools, and a nationwide network of surcharge-free ATMs, Gulf Winds delivers the reach of a major financial institution with the heart of a local partner. Together, our team of 260+ employees are unlocking financial greatness across North Florida, Southern Alabama, and Southern Georgia. See how we’re making an impact at GoGulfWinds.com.