

NEWS RELEASE

For Immediate Release

Gulf Winds Credit Union

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Gulf Winds Welcomes Jennifer Perez as Vice President of Marketing

Pensacola, Florida (June 11, 2026) – Gulf Winds Credit Union is excited to announce that Pensacola native Jennifer Perez has joined the senior leadership team as Vice President of Marketing. In this crucial role, Perez will spearhead short- and long-term marketing strategies, ensure brand consistency, oversee ROI and performance metrics, manage budgets, and maintain a high-performing team.

“Jennifer’s background in financial marketing and proven experience with developing teams will be an immediate asset to our division,” said Pam Hatt, Chief Marketing and Growth Officer of Gulf Winds Credit Union. “We are excited about her fresh perspective and ability to drive measurable outcomes, and I am confident she will help unlock our members’ financial greatness.”

Throughout Perez’s career, she has led strategies in brand visibility, content marketing, digital campaigns, and go-to-market execution. She has a proven track record of enhancing brand positioning and alignment across channels, strengthening teams through coaching, optimizing costs, and streamlining processes to improve organizational operations.

“As the financial landscape continues to evolve, strategic marketing is more important than ever in helping our members understand and access the financial solutions they need. I’m looking forward to joining the Gulf Winds team and connecting with our members in meaningful ways,” said Perez. “It is an honor to be part of an organization so clearly dedicated to making a positive impact in the lives of those they serve.”

Perez is a graduate of the University of Florida’s Bachelor of Science program in Telecommunications. Early in her career, Perez worked at television and radio stations, where she established skills in broadcast media. Later, she stepped into mortgage marketing communications where she grew into high-level leadership and managed all brand communications, making a long-lasting impact on her teams, improving efficiency, and growing revenue.

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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](https://www.gogulfwinds.com).