

**NEWS RELEASE**

For Immediate Release

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**Gulf Winds Credit Union**

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## **Gulf Winds Welcomes Chase Mercer as Vice President of Workforce Excellence**

**Pensacola, Florida (July 1, 2026)** – Gulf Winds Credit Union is excited to announce that Chase Mercer has joined the senior leadership team as Vice President of Workforce Excellence. In this key role, Mercer will lead the Human Resources and Training teams to improve workforce strategies that equip employees for success and strengthen the organization.

“Chase’s extensive experience in Human Resource leadership will help us build on the strong culture we’ve created for our teams,” said Ashley Jansky, Chief People and Culture Officer of Gulf Winds Credit Union. “We are confident his leadership will advance our training programs and create new opportunities for our team members to grow and succeed.”

With over twenty years of executive leadership experience in Human Resources, Mercer has proven his ability to lead cross-functional teams and build high-performing organizations. His strategic approach to retaining talent and building culture will help strengthen Gulf Winds' team member experience while fostering a workplace that is fair, consistent, and compliant.

“I am honored to join Gulf Winds and excited to join an organization that is so deeply committed to its members, employees, and communities,” said Mercer. “I look forward to working with our teams to build development opportunities and further foster a workplace where employees feel supported, challenged, and have the ability to grow.”

Mercer holds dual Master’s degrees in Human Resource Development and Human Resource and Employment Law. He has earned the following certifications: Human Resource Business Partner, Senior Certified Professional (SHRM-SCP), and Project Management Professional (PMP). Committed to community, Mercer served on multiple U.S. Coast Guard councils, including the Leadership, Diversity, and Inclusion Council as a Board Member and Chairperson, and the Talent Acquisition Information Technology Resource Council.

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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).