**FOR IMMEDIATE RELEASE**Contact: Heath Combs  
[heath.combs@truliantfcu.org](mailto:heath.combs@truliantfcu.org)  
(o) 336.293.2054

**Cline Named Vice President of Member Success and Loyalty at Truliant**

WINSTON-SALEM, N.C. (Jan. 12, 2023) – Truliant Federal Credit Union announced that it has promoted Jeremy Cline to the role of vice president of member success and loyalty. Previously, he was senior director of member success and loyalty.

In this new role, Cline will be responsible for organizing, planning and directing the activities of the Member Satisfaction, Member Relationship Management, Product Strategy and Development areas. Additionally, he will oversee the build, launch and management of Truliant’s customer relationship management (CRM) platform. He reports to Chris Murray, chief member experience officer.

“Regardless of the role or the responsibilities associated with his position, Jeremy has always shown a passion for ensuring the delivery of quality service to our members,” said Truliant’s Murray. “We look forward to his continued work as a catalyst for reimagining how we can deliver more rewarding experiences.”

Cline joined Truliant in 2006. He has held roles throughout the credit union in areas including member service, investments, consumer underwriting, and risk management. In 2018, he became Truliant’s first product manager and led its first insight and analytics team.

Among other major initiatives, Cline launched Truliant’s member satisfaction group in 2020, which collects, interprets and disseminates feedback and closes service loops with members, and leads initiatives to take specific action based on member experiences.

Cline has a bachelor’s degree in business management and finance from North Carolina State University. He is a graduate of the MBA program at the McColl School of Business at Queens University of Charlotte.   
  
**About Truliant Federal Credit Union**Truliant is a mission-driven, not-for-profit financial institution that improves lives by providing great service and straightforward financial solutions. Truliant was chartered in 1952 and now serves 300,000+ members. Truliant has more than 30 Member Financial Centers in North Carolina, South Carolina and Virginia.