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FOR IMMEDIATE RELEASE

March 2023

GTE FINANCIAL APPOINTS NEW ASSISTANT VICE PRESIDENT OF TOTAL REWARDS

TAMPA, FL, March 2023: GTE Financial continues to recruit exceptional leadership and build knowledgeable, passionate teams to stand out from other financial institutions in Florida. The credit union is pleased to announce the onboarding of Melissa Masoud, the new Assistant Vice President of Total Awards. Previously Senior Manager of HR Benefits at Baldwin Risk Partners, Masoud brings over 15 years of experience in benefit programs, policies, and procedures, which will contribute to the credit union's success.

In her role, Masoud will be responsible for developing and administering all compensation and benefit plans, policies, and programs to maintain GTE's competitive position and maximize employee productivity, engagement, and retention. Additionally, she will be responsible for collaborating with senior leadership to define and initiate the strategic direction of Total Rewards and ensure that all programs align with business needs and growth strategies.

"We are thrilled to welcome Melissa to our Talent team and are excited for her to begin her journey with GTE Financial," said Lori Liburdi, Vice President of Talent & Organization Development. "With her extensive background in Total Rewards, she is the creative, analytical, and innovative candidate we were looking for to join us in maintaining GTE as an employer of choice."

Masoud is a native of the Tampa Bay area and graduated from the University of South Florida with a Bachelor of Arts in Economics. She is an SHRM-Senior Certified Professional through the Society of Human Resource Management and holds a Workday Pro Benefits Certificate.

GTE believes that strong leadership teams better serve its employees and member base. If you are interested in a career at GTE Financial, visit gtefinancial.org/careers.

About GTE Financial

GTE Financial is a not-for-profit financial cooperative located throughout West Central Florida with over \$2 billion in assets and 23 Community Financial Centers. Chartered in 1935, GTE Financial is locally owned and operated in the Tampa Bay area, serving more than 230,000 individuals and businesses. For more information on GTE Financial, visit gtefinancial.org.

For more information, interviews, or media requests, please call (813) 644-7443 or email Savannah Cruz at pr@bkncreative.com.

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