



NEWS RELEASE

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Coastal Credit Union Hires Mia Vista Perez as Chief Administrative Officer

RALEIGH, N.C. (September 18, 2023) – [Coastal Credit Union](#) has hired **Mia Vista Perez** as **Chief Administrative Officer**. She joins Coastal from State Employees Credit Union, where she most recently served in roles as Associate EVP, Engagement and SVP, Culture & Employee Experience.

Perez brings more than 30 years of credit union experience to Coastal, including 11 years as Chief Administrative Officer and Chief Strategy and People Officer at Louisiana Federal Credit Union. She previously worked at GNO Federal Credit Union and Jefferson Financial Federal Credit Union, also in Louisiana.

“Mia’s extensive background in marketing, business development, human resources, and training makes her a great fit for the role,” said Tyler Grodi, President & CEO. “We’ll also rely on her experience in strategic planning, leadership, budgeting, process improvement, and organizational development.”

Coastal’s Employee Experience, Employee Development, Marketing, Communication, and Member Experience teams will report to her.

Perez holds a BA in public relations from Tulane University and an MS in Leadership & Human Resource Development from Louisiana State University. Additionally, she holds human resources, project management, and credit union executive certifications. Her work has earned numerous industry marketing awards, and in 2016 she was named among Credit Union Times’ Women to Watch, and a Credit Union Rockstar by Credit Union Magazine. She is an instructor for CUNA’s Marketing and Business Development School and the former Chair of the CUNA Marketing and Business Development Council’s Executive Committee.

About Coastal

Coastal Credit Union is a not-for-profit, member-owned, financial cooperative, offering a full range of financial products and services. Coastal was chartered on August 31, 1967, with the mission of fostering the credit union philosophy of “people helping people.” Today, with \$4.85 billion in assets, Coastal serves 331,000 members from 1,800 business partners and is among the leading financial institutions in North Carolina. Coastal operates 24 locations in central North Carolina and serves members in all 50 states through a network of 5,600 shared branches, 30,000 surcharge-free ATMs, mobile banking featuring mobile check deposit, and a robust offering of online services at www.COASTAL24.com. For more Coastal news, visit our [online newsroom](#).

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