



## NEWS RELEASE

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## Coastal Credit Union Names Two New Vice Presidents

**RALEIGH, N.C. (January 9, 2024)** – [Coastal Credit Union](#) announced that it has named two new vice presidents, in Marketing and Learning & Development.

**Michelle Shelton** has been hired as **VP, Marketing**. In this role, Shelton and her department will be responsible for all aspects of Coastal's branding, advertising, product growth, and membership growth. She'll also be responsible for the credit union's Member Experience initiatives.

Shelton brings more than 20 years of financial services and marketing experience, including the past 10 years in credit unions leading marketing and member experience for various institutions. She most recently served as the Chief Experience Officer at Silver State Credit Union in Nevada and has also worked for credit unions in California, Illinois, and Georgia. Shelton holds an MBA in Financial Services from Dalhousie University in Halifax, Nova Scotia.

**Scot May** has been promoted to the role of **Vice President, Learning & Development**. May will lead the development and implementation of all aspects of Coastal's learning methodology, training programs, and leadership development. His team will play a crucial role in shaping the organization's culture, improving performance, helping teams build skills for growth, and proactively preparing the workforce for future challenges.

May has been with Coastal since 2018, most recently as Talent Acquisition Manager. He has more than 25 years of training and organizational development experience, primarily in financial institutions. He holds a master's degree in human resources from Western Carolina University and another in curriculum & instruction from North Carolina State University, as well as a Senior Professional Human Resources (SPHR) designation.

### **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 \$4.9 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](http://www.COASTAL24.com). For more Coastal news, visit our [online newsroom](#).

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