

Priority Plus Federal Credit Union Selects Cinnamon Elliott As President/CEO



Wilmington, DE, April 05, 2024. The Board of Directors of Priority Plus Federal Credit Union is pleased to announce the selection of Cinnamon Elliott as the credit union's new President/Chief Executive Officer. Ms. Elliott will succeed Ms. Susan Winward, who is retiring after 30 years of dedicated service.

"We are excited to have Cinnamon join our team at Priority Plus FCU as our new CEO," said Bob Wilkerson, Board Chairman, "With her many years of experience and knowledge working for Credit Unions, Cinnamon will help grow and strengthen Priority Plus. She brings new energy and ideas, and our staff and Board of Directors look forward to working with her."

Elliott holds a Master of Business Administration from Wilmington University. Throughout her extensive credit union career, Cinnamon has contributed to impacting business and revenue growth outcomes through effective organization, strategic cross-functional collaboration, and influential guidance of key projects from conception to completion. In her most recent role as Chief Talent Officer and AVP of Member Experience, Elliott drove organizational cultural alignment, increased employee advancement opportunities, and developed leadership teams to achieve operational excellence. Cinnamon's innovative visions, willingness to support all areas of the organization, and passion for team development will drive continued organizational success for Priority Plus Federal Credit Union.

"I am excited to be a part of the Priority Plus FCU Team," said Elliott, "I look forward to future growth and community involvement!"

The search was completed in partnership with Humanidei. Humanidei brings decades of credit union system experience to the recruiting process, ensuring executive placements that will carry organizations forward in fulfillment of their mission. www.humanidei.com

About Priority Plus Federal Credit Union

Originally chartered in 1935, Priority Plus FCU has remained focused and committed to top-tier member service for nearly 90 years! As we look to the future, we will continue our legacy of personalized service, while introducing products/services designed to create growth, increase lending, and bring in new members. Priority Plus FCU serves a field of membership that includes US Postal Service employees in New Castle County, retired postal employees, and several other select employee groups (or SEGs) in the area.

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