**NEWS RELEASE**

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**FINAL: For Immediate Release**

**Coastal Credit Union Hires Doreen Duffy, VP of Human Resources**

 **RALEIGH, N.C. (June 12, 2024) –** [Coastal Credit Union](https://www.coastal24.com/) has hired Doreen Duffy as VP of Human Resources. In her role, Duffy will develop and execute Coastal’s human resources strategy in support of the credit union’s overall strategic plan. She will be responsible for succession planning, talent management, performance management, benefits, and compensation. She and her team will work proactively with business units to attract and retain top talent to ensure that Coastal’s workforce remains aligned with and capable of executing the strategic plan to achieve its goals.

Duffy is an accomplished HR leader with expertise in Total Rewards strategy development and implementation. She excels in driving organizational change, building cohesive teams, and optimizing human capital management practices to align with corporate objectives. Duffy hails from New Jersey where she specialized in human capital strategies at Investors Banks ($28B) before joining State Employees Credit Union ($50B) in 2022 as SVP Total Rewards.

Her prior experience includes time at Dun & Bradstreet and Nabisco/Kraft Foods, among others.

**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 $5.2 billion in assets, Coastal serves 333,000 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](https://www.coastal24.com/Why-Coastal/Inside-Coastal/Newsroom).

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