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# GTE FINANCIAL PROMOTES TWO LEADERS IN OPERATIONS TO VICE PRESIDENT

**TAMPA, FL, June 2024:** GTE Financial, one of Tampa Bay's largest locally owned and operated financial institutions, is happy to congratulate the promotion of two tenured leaders, Priscilla Abreu to Vice President Digital Payments and Fraud Operations and Troy Hepler to Vice President Systems Operations. Both individuals oversee high-growth, critical areas of operation that are pivotal in delivering the credit union's industry-leading member experience.

Previously AVP of Digital Payments, Abreu led the credit union through some of the organization's most robust and complex initiatives impacting collections, mortgages, claims, and retail and was pivotal in bringing card-servicing in-house—one of the organization's most significant and far-reaching projects to date. In her new role, she will oversee fraud operations and risk. As a GTE team member for over 15 years, Abreu started as a part-time Collector. She quickly became a full-time Loss Prevention Coordinator upon graduating from the University of South Florida and receiving her MBA from the University of Tampa in 2017. She is also the Mastercard Relationship's primary owner, helping manage, optimize, and grow GTE's credit and debit portfolio while overseeing a diverse range of payment channels. This ever-evolving ecosystem requires excellent strategic planning and precise day-to-day execution.

Beginning his career at GTE Financial as a Compliance Analyst and then Business Systems Analyst, Hepler worked his way up to AVP over 12 years. His continued growth reflects a sincere and deep commitment to problem-solving, evolving, and elevating. As VP of Systems Operations, Hepler will oversee document imaging, continuous improvement, and critical systems, including MeridianLink, DNA, and Encompass, as well as additional applications and key business systems. His focus will continue improving operational efficiency and efficacy as the credit union further innovates for a diverse portfolio of products and services. Hepler received his bachelor's degree in business administration and a Master's in Management with a concentration in Organizational Leadership from the American Military University.

"At GTE, our daily journey is graced with the opportunity to collaborate with the best and brightest individuals whose talent and compassion set the benchmark for excellence. I am thrilled to celebrate the promotions of two such remarkable leaders," says Chad Burney, Executive Vice President and Chief Operating Officer at GTE Financial. "These individuals have demonstrated unwavering passion and resilience, scaling new heights from their humble beginnings within our credit union. Through their hard work and dedication, they've expanded their areas of influence and become pivotal figures in driving the high-growth sectors critical to delivering GTE's unmatched member experience."

GTE Financial houses a welcoming community of employees dedicated to the success and advancement of the businesses, neighbors, friends, and outreach partners that give its work meaning. Established as a not-for-profit cooperative and a federal credit union in 1935, GTE is one of the region's largest locally owned and operated financial institutions in Tampa Bay. If you want to start a career at GTE Financial, visit [gtefinancial.org/careers](https://gtefinancial.org/careers).

## About GTE Financial

GTE Financial is a not-for-profit financial cooperative located throughout West Central Florida with \$2.9 billion in assets and 24 Community Financial Centers. Chartered in 1935, GTE Financial is the official credit union of the Tampa Bay Lightning and 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](https://gtefinancial.org).

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

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