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**Amanda Yates Tapped as AVP Payment Growth & Product Management at Greater Texas Credit Union**

**Austin, Texas, Oct. 3, 2024** – [Greater Texas Credit Union](http://www.gtfcu.org) is further strengthening its payments team to capitalize on the growing dominance of payments as the consumer choice for everyday spending and moving money.

Amanda Yates is the newest addition to the payments team, joining the credit union as AVP Payments Growth & Product Management.



In her 20-plus year career in financial services, Yates

has worked for organizations ranging from large card issuers to mid-sized financial institutions, growing transaction volume of payment portfolios and identifying, developing, and launching new payment products and services to support consumer needs.

In the last eight years, she oversaw the consumer payments product portfolio for UFCU in Austin. During her tenure the portfolio experienced exceptional growth and contributed to a significant portion of the credit unions revenue.

She also brings in-depth experience to Greater Texas in the development of new payment services, including the rollout of innovative products for emerging markets.

“Like most consumers, our members use payment methods such as debit and credit cards daily to do everything from purchasing gas to checking out at the grocery store. Payment services like these empower our members with essential spending and credit capabilities,” said Jason Endsley, Vice President, Payments Strategy & Operations. “We are creating a dynamic payments team with the experience to develop payment experiences that meet and exceed our members’ needs.”

Endsley added, “Amanda will be instrumental in helping us develop an innovative payments portfolio to help create more engaging and seamless payments experiences for our members.”

Yates held various positions in the payments industry at Fortune 500 companies – including Discover, Bank of America, and Conduent – before joining the credit union movement.

She has a bachelor’s of science degree from the University of Delaware.

Outside of driving payment strategies, Yates is an avid traveler and community volunteer, supporting the annual Angel Tree program, the Ronald McDonald House, and various other volunteer roles.

**About Greater Texas Credit Union**

[Greater Texas](http://www.gtfcu.org) Credit Union, founded in 1952, is a financial cooperative that emphasizes community stewardship, charitable giving, and employee volunteerism through its Greater Good initiative. Together with its subsidiary, Aggieland Credit Union – which serves the Brazos Valley – the credit union offers a wide variety of consumer-oriented banking services to its 85,000 members across the state of Texas. Greater Texas has locations in Austin, Houston, San Antonio, Bryan-College Station, Edinburg, and the Dallas-Ft. Worth market with assets of nearly $1 billion.

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