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GTE FINANCIAL ELEVATES LEADERSHIP: DONA SVEHLA AND MANNY AGUILAR PROMOTED TO KEY EXECUTIVE ROLES

TAMPA, FL, November 2024: GTE Financial is excited to announce the promotions of two distinguished leaders within the organization. Manny Aguilar has been elevated to Senior Vice President and Chief Experience Officer (CXO), while Dona Svehla ascends to Executive Vice President, Chief Operating and Lending Officer. Their exceptional contributions have been vital in driving GTE Financial's success and reflect the credit union's unwavering commitment to its members, strategic goals, and outstanding service.

Dona Svehla, a dedicated advocate and leader in the credit union industry, has been promoted to Executive Vice President, Chief Operating and Lending Officer at GTE Financial. Over her career, Svehla has been pivotal in driving transformative change within the industry, developing programs and services that empower GTE Financial's members and enhance operational and lending practices. Svehla is known for her exceptional leadership and strong commitment to putting people first—whether they are her team members, the credit union's valued members, or the communities GTE Financial supports. Actively engaged in industry leadership, she serves on various boards, contributing to the future of the credit union sector.

"Dona's commitment to our members, her pioneering approach to lending solutions, and her expertise in navigating complex organizational challenges have been instrumental to GTE's ongoing achievements," said Brian Best, President and CEO of GTE Financial. "As our new EVP, Chief Operating and Lending Officer, Dona's strategic vision and servant leadership will remain a vital force for GTE Financial. Her capacity to balance member service, operational excellence, and risk management has strategically positioned us for long-term success, and I am immensely proud of her impact on our organization and the broader industry."

Under Svehla's leadership, GTE Financial has received recognition for its lending practices, successfully navigating economic uncertainty and strategic risks. Her promotion epitomizes GTE Financial's commitment to sustaining strong operational performance while prioritizing the needs of its members.

Aguilar steps into his new role as Senior Vice President and Chief Experience Officer (CXO) at GTE Financial, where he will continue to spearhead initiatives in Member Business Lending, Private Banking, and Advisory Services. In addition to these responsibilities, Aguilar will now oversee GTE Financial's Community Financial Center Operations, Member Sales, Community Engagement, and Member Care. Since joining GTE Financial in 2020, he has brought over 20 years of invaluable experience from the banking and financial services industry.

"Manny's leadership and extensive expertise have been crucial in propelling GTE Financial's growth and enhancing our member experience," said Best. "His vision for member-centric business services, community involvement, and innovative financial solutions have already made a significant impact. In his expanded capacity, Manny will continue to champion our mission of providing exceptional service to our members while strengthening GTE Financial's presence in the Tampa Bay community."

For those interested in exploring career opportunities with GTE Financial, please visit gtefinancial.org/about/career-center/gte-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.

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

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