

## NEWS RELEASE

For Immediate Release

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### Gulf Winds Credit Union

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## Gulf Winds Welcomes Pam Hatt as Chief Marketing Officer

**Pensacola, Florida (July 18, 2025)** – Gulf Winds Credit Union is pleased to announce that Pam Hatt will join the executive team as Chief Marketing Officer. In this dynamic leadership role, Hatt will oversee all marketing, branding, and community initiatives to drive strategic growth and community engagement across Gulf Winds’ footprint in North Florida, Southern Alabama, and Southern Georgia.

“Pam’s visionary approach to marketing and her proven track record of engaging communities make her the ideal leader to advance Gulf Winds’ mission,” said Daniel Souers, President and CEO of Gulf Winds Credit Union. “Her ability to blend innovative strategies with a member-centric mindset will strengthen our brand and elevate our impact.”

Hatt brings more than 36 years of marketing and communications experience. Throughout her career, she has focused on building creative campaigns and strategic solutions that drive growth in products and services. Hatt is equally recognized for her deep commitment to community, partnering with local nonprofits, mentoring emerging leaders, and fostering authentic partnerships that deliver measurable results.

“I’m honored to join Gulf Winds and excited to collaborate with such a dedicated, talented team,” said Hatt. “Together, we’ll create innovative marketing strategies, deepen our member and community connections, and build on Gulf Winds’ strong reputation for delivering excellence in every community we serve.”

Hatt was a participant in Leadership Pensacola, Class of 2012, and has sat on the boards of the Greater Pensacola Area Chamber of Commerce, USO of Northwest Florida, and the Pensacola Chapter of the Navy League. She has also served as an advisory board member for the Jerry Maygarden Center for Financial Literacy at the University of West Florida. Her deep community ties and commitment to developing tomorrow’s leaders underscore her passion for driving both organizational and regional growth.

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### About Gulf Winds Credit Union:

Since 1954, Gulf Winds Credit Union has offered products and services that *Move Members Forward*. As a full-service financial organization, Gulf Winds provides 12 branch locations, digital banking, nationwide surcharge-free ATMs, and the support of more than 240 knowledgeable employees committed to delivering exceptional service. Gulf Winds is also renowned for its community involvement. Membership is open to anyone who lives, works, worships, or attends school in North Florida, Southern Alabama, and Southern Georgia. Please visit

[GoGulfWinds.com](https://www.GoGulfWinds.com).