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FOR IMMEDIATE RELEASE

TBA Credit Union Names Ming Mays Chief Innovation Officer

TRAVERSE CITY, Mich. – TBA Credit Union (TBACU) has named Ming Mays as Chief Innovation Officer. This strategic appointment reflects TBACU's commitment to forward-thinking leadership and continued excellence in technology and member service.

Mays joined the TBACU team in November 2019 and has served as the IT Director, where she played a pivotal role in transforming the credit union's technology infrastructure. Under her leadership, the IT Department has seen significant advancements in operational efficiency, cybersecurity, and digital member experience.

Most recently, Mays completed CUNA Management School, further strengthening her leadership and strategic planning capabilities. In her new role, she will focus on driving innovation across the organization and aligning technology initiatives with TBACU's long-term vision.

"Ming's dedication, insight, and passion for innovation have already made a lasting impact on our organization," Karen Browne, President and CEO, said. "We are excited to see her take on this new role and help shape the future of TBACU."

A $350 million (assets) credit union, TBA Credit Union provides financial services to over 20,000 members across the State of Michigan. In addition to two branches and a call center located in Traverse City, TBA Credit Union members have access to over 30,000 surcharge-free ATMs nationwide through the CO-OP Network and over 300 Xtend Shared Branching locations.

For more information about TBA Credit Union, visit tbacu.com or call 231.946.7090.

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