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**FOR IMMEDIATE RELEASE**

## **VyStar Credit Union's Lauren Morrison Recognized as One of American Banker's Most Influential Women in Payments: NEXT**

**Jacksonville, FL** - VyStar Credit Union is proud to announce that the credit union's Vice President of Card Products & Services Lauren Morrison, has been honored by *American Banker* as one of the Most Influential Women in Payments: NEXT for 2024. This prestigious recognition highlights women under 40 who have demonstrated exceptional leadership and innovation in the payments sector.

Morrison's recognition by *American Banker* is a testament to her outstanding contributions and forward-thinking approach within the industry. The Most Influential Women in Payments: NEXT initiative celebrates women who bring fresh ideas and perspectives to their organizations, standing out as innovators early in their careers.

"Being recognized as an *American Banker's Most Influential Women in Payments: NEXT* honoree is a tremendous accolade and reflects my personal commitment to innovation and leadership in the payments industry," said Morrison. "This acknowledgment inspires me to continue pushing boundaries and contributing to the evolution of our field."

*American Banker's Most Influential Women in Payments: NEXT* program, now in its fourth year, highlights women who have set themselves apart within their companies' leadership pipelines. Honorees demonstrate potential for extraordinary and influential careers, with endorsements from senior executives in their organizations.

"These Honorees bring fresh ideas and perspectives to their businesses and stand out as innovators early in their careers," said Content Director at *American Banker* Daniel Wolfe. "As they introduce and advance initiatives that drive the industry's evolution, they're also charting a path toward executive leadership."

The Most Influential Women in Payments: NEXT continues *American Banker's* mission to support, empower, celebrate, and advance women in the payments' community. This program is part of their ongoing coverage of diversity, equity, and inclusion progress throughout the financial services industry. Since 2013, *American Banker* has recognized the professional achievements and influence of top-performing female executives through its Most Influential Women in Payments program.

### **About VyStar Credit Union**

*VyStar Credit Union is the second-largest credit union headquartered in Florida, with over 80 branches and now serves more than 985,000 members with assets of over \$14 billion. VyStar is the top mortgage lender in Northeast Florida and a major employer in the region with over 2,500 employees across the communities it serves. VyStar membership is open to everyone who lives or works in the 49 contiguous counties of Central to North Florida, 29 Georgia counties, and past and present military members and their families all over the world. For more*



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