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**FOR IMMEDIATE RELEASE**

## **VyStar Credit Union Promotes Sean Cummings to North Florida Market President**

**Jacksonville, Florida** — VyStar Credit Union announced today that Sean Cummings has been promoted to Senior Vice President and Market President of North Florida.

Cummings will be responsible for planning, implementing and managing regional objectives in VyStar's home market, an area that spans from Jacksonville to Fernandina Beach to Tallahassee to Steinhatchee to Gainesville to St. Augustine. Additionally, he will develop key strategies that support the organization's commitment to being a community leader and trusted financial institution, exemplified in its new brand tagline: *Do Good. Bank Better.*<sup>SM</sup> Cummings will also represent VyStar in the civic and business communities, ensure branches continue to drive a superior member experience and be responsible for overall management in the North Florida region.

“We are very pleased to have Sean take on additional responsibilities within our organization,” said VyStar President/CEO Brian Wolfburg. “His leadership has been a tremendous asset, and we are confident he will continue to help us achieve our goals across the region.”

Cummings joined VyStar in June 2019 from Bank of America, where he served as a Region Executive in the Seattle area. He has more than 27 years of experience in the financial services and relationship management industry and has spent time at JPMorgan Chase & Co. and U.S. Bank. His professional experience includes roles as a personal banker, relationship banking manager, assistant branch manager, banking center manager, sales manager, executive director and region executive.

“It’s a great honor to serve the North Florida community, which VyStar has called home for nearly 70 years,” Cummings said. “We have a great team in place, and together we will continue to offer our members the best-in-class products and services that separate VyStar from other financial institutions.”

In addition to his professional experience, Cummings is a U.S. Army veteran with eight years of experience in satellite communications. He earned a Bachelor of Arts and a Masters of Business Administration from Seattle University. Cummings lives in Jacksonville Beach.

VyStar is hiring across the organization for talented individuals who believe in making an impact in the communities we serve. Visit our [Careers Page](#) for more information about current openings.

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*VyStar Credit Union is the second-largest credit union headquartered in Florida and now serves over 800,000 members with assets totaling \$13 billion. VyStar is the largest mortgage lender in Northeast Florida and one of the major employers in the region with over 2,000 employees. VyStar membership is open to everyone who lives or works in the 49 contiguous counties of Central to North Florida, 18 Southern Georgia counties and past and present military members and their families all over the world. Follow us on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).*