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**FOR IMMEDIATE RELEASE**

## **VyStar Credit Union Welcomes Lysa Barbano as Central Florida Market President**

**Jacksonville, Florida** — VyStar Credit Union announced today the hiring of Lysa Barbano as Senior Vice President and Market President of Central Florida.

Barbano will be responsible for planning, implementing and managing regional objectives in one of VyStar's fastest-growing markets. Additionally, she 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>* Barbano 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 Central Florida region.

"We are very excited to welcome Lysa to the VyStar family," said VyStar President/CEO Brian Wolfburg. "VyStar is rapidly growing in the Central Florida market and we are confident that Lysa will help us achieve our goals in the area, while also finding the best ways we can help to support new communities."

Barbano most recently served as Performance Manager for the Financial Advisor Development Program at Merrill Lynch Wealth Management. Previously, she held various positions at Bank of America, including SVP and Market Manager to lead the Premier Client Managers group in Southwest Washington. Barbano has worked in private banking and investments as the Sales Manager at Financial Services Management Group, a CUSO for local credit unions. She also worked at KeyBank as Area Retail Leader, where she received the Vision Award for her community service and completed the Securities Industry Institute leadership program at Wharton. Her passion for making a difference in people's lives through financial services started when she was in high school and held an entry-level role at a local branch of Lloyd's Bank of London.

"It's an honor to lead VyStar's growth in the Orlando area," Barbano said. "Orlando is an area with a rich and diverse culture, and VyStar has so much to offer Central Florida residents and businesses."

In addition to her professional experience, Barbano has been committed to internal organizations such as LEAD for Women, the Hispanic Association, the LA Governance Council and mentoring programs. She is also an avid volunteer in the community and looks forward to getting involved in the Orlando area. Lysa and her husband have recently relocated to Lake Nona with their two dogs. They enjoy spending time with their family, especially their three children and grandchild, boating, entertaining and exploring the world through travel.

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](#).*

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