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## **Power Financial Credit Union Names Wanda Ferrer Executive Vice President, Chief Financial Officer**

**PEMBROKE PINES, Fla.** – (January 25, 2018) – Power Financial Credit Union is pleased to welcome **Wanda Ferrer** as the credit union's Executive Vice President, Chief Financial Officer.

As Chief Financial Officer, Ferrer will act as a strategic partner to the CEO, responsible for strategic planning, accounting, finance, wealth management, risk management, collections, quality control, security, compliance, financial reporting and the Asset-Liability Committee. She also will be involved in member satisfaction, workflow optimization, rebranding, pricing, external partner development, profitability strategies, and scorecard development.

A highly organized problem-solver, Ferrer brings more than 18 years of banking industry experience to her new position. She joins Power Financial Credit Union from Floridian Community Bank, where she most recently served as Senior Vice President and Controller. Previously, she was the top financial executive at Security Bank for nine years.

“Wanda has an impressive track record in the financial sector and has contributed to banking success, from her early days as a teller to executive management,” said Chief Executive Officer and President Allan M. Prindle. “Wanda has some big CFO shoes to fill, but the entire executive team is confident she is up to the task. We welcome her to the ‘Family’.”

A Coral Springs resident, Ferrer earned an MBA with a specialization in Finance, a bachelor’s degree in Business Administration – majoring in Accounting, and a certificate in Risk Management and Insurance – all from Florida Atlantic University. She also holds a certificate from the three-year program through the School of Banking at the University of Florida in Gainesville (Florida Bankers Association).

### **About Power Financial Credit Union**

Power Financial Credit Union is a community-based, member-owned financial institution that has been providing high-quality, family-based financial services to the South Florida

community for more than 65 years. We Hear You. Respect You. And Treat You Like Family. Power Financial Credit Union, which has been awarded a 5-Star Rating from BauerFinancial, Inc., the nation's top bank rating service, was named a "Top Workplace" by South Florida's *Sun Sentinel* newspaper in 2017 and 2016, and, for a fourth consecutive year in 2017, one of *Credit Union Journal*'s "Best Credit Unions to Work For." Power Financial Credit Union also was recognized in 2016 for its Leadership and Service by *South Florida Business Journal* and ranked as Florida's Top Performing Credit Union by S&P Global Market Intelligence.

Power Financial Credit Union serves more than 35,000 members with combined total assets approaching \$650 million and six branches and eight ATMs throughout South Florida, along with an ATM in Alpharetta, GA. The institution offers all the advanced products, services and tools of large banks, but with a unique, personalized, family friendly, community-centered focus. It also provides extensive electronic services to members, with 90% of all transactions conducted outside its branches. Additional information is available at [www.powerfi.org](http://www.powerfi.org) or by calling 800.548.5465.

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