

## **Georgia United Credit Union Welcomes Aaron Chestnut as Chief Marketing Officer**

DULUTH, GA (August 1, 2018) Georgia United Credit Union announced the appointment of Aaron Chestnut as the company's chief marketing officer. Chestnut joins Georgia United's leadership team and will report to Executive Vice President of Service and Sales, Shawn Turpin.

Turpin stated, "We're pleased that Aaron has joined the Georgia United family. Aaron's values are aligned with our philosophy and culture and he has both creative leadership and strong analytical experience that will be instrumental in fueling the next stage of our growth."

Chestnut brings over 20 years of experience to Georgia United. Prior to joining the credit union, Chestnut served as chief marketing officer at First Tennessee Bank leading marketing strategy, which included oversight of retail marketing, business marketing, affluent/wealth marketing, brand management, customer insights/research, sponsorships, websites, social media, Salesforce.com and database marketing.

In addition to First Tennessee, Chestnut has worked in senior marketing roles for other noteworthy companies such as AOL, Quicken Loans and Fathead. Having earned a B.B.A. in marketing from Western Michigan University and a M.S. in finance from Walsh College, Chestnut brings a wealth of experience to his new role.

"I'm excited to serve and partner with all the wonderful team members at Georgia United," Chestnut stated, "I'm in awe of the strong culture and talent here. I look forward to living our shared core values and continuing to improve the lives of our members and communities we serve."

### **About Georgia United Credit Union**

Georgia United Credit Union is ranked as one of the top credit unions in Georgia with over \$1.3 billion in assets, 160,000 members, 19 local branches and access to over 5,000 shared-branch locations. As a full-service and community-minded financial institution, they offer competitive products and services for every



stage of life and believe in giving back to the community through programs that help improve financial literacy. Visit [gucu.org](http://gucu.org) to learn more and follow the credit union on Facebook at [facebook.com/GeorgiaUnitedCU](https://facebook.com/GeorgiaUnitedCU), Twitter [@GAUnitedCU](https://twitter.com/GAUnitedCU) and Instagram [@gucucare](https://instagram.com/gucucare)s.

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