United Federal Credit Union – Press Release
July 18, 2025

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United Federal Credit Union Announces Promotion of Chief Commercial Officer and New Regional Vice President in North Carolina

ASHEVILLE, N.C. – United Federal Credit Union (United) is pleased to announce the promotion of Lee Beason to Chief Commercial Officer (CCO) and the appointment of Michael Bridges to Regional Vice President in North Carolina.



Lee Beason, Chief Commercial Officer

Beason will join United's Strategic Leadership Team and will oversee all aspects of the Commercial business line, including Commercial Operations, Commercial Sales, and Small Business Association (SBA) lending.

Beason brings 40 years of experience in the financial services industry to his new role as Chief Commercial Officer. He joined United as Regional Vice President in North Carolina in 2011 and spent the last 14 years helping to grow the North Carolina market.

“Commercial and Small Business Lending remains a cornerstone of United’s long-term growth strategy,” said Terry O’Rourke, United President/CEO. “Lee’s proven leadership helping our team and members in North Carolina, deep expertise in financial services, and strategic vision make him an exceptional addition to our senior leadership team. His insights will be instrumental as we continue to elevate our business member experience and drive personalized engagement.”



Michael Bridges, Regional Vice President, North Carolina

Michael Bridges is stepping into the role of Regional Vice President. In his new role, he will be responsible for creating and maintaining a business plan for the North Carolina market and translating corporate strategic objectives into efficient and effective sales, service and business development initiatives.

Bridges brings 24 years of financial services industry experience to his new role. He returns to United after spending the last three years as a Commercial Relationship Manager, VP at a North Carolina bank. In his previous time with United, Bridges started as a Business Service Advisor before moving into the role of Senior Commercial Loan Office and Group Manager for North Carolina.

“We are thrilled to welcome Michael back to United,” said James Knight, Chief Sales and Service Officer. “He brings a strong history of operational excellence and a consistent ability to exceed service and sales goals. I’m confident his extensive

experience and deep understanding of our mission will be key in expanding our reach and delivering exceptional value to the communities we serve."

Bridges is a Hendersonville, North Carolina native. He received his Bachelor of Business Management and Finance from Western Carolina University.

About United

United Federal Credit Union has served its Members since 1949 by helping them to build a sound financial future. United consists of more than 194,000 Member/owners worldwide and manages assets in excess of $4 billion. Its corporate office and main branch are in St. Joseph, Mich., with additional branches in Arkansas, Indiana, Michigan, Nevada, North Carolina, Ohio, and Pennsylvania. Federally insured by NCUA. Equal opportunity lender. Equal housing lender. For more information visit UnitedFCU.com.

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