



MEDIA CONTACT:
Steve Hildebrand, SVP Marketing
(540) 389-0244
bankforgood@freedomfirst.com

Freedom First Announces Shon Aguero as Chief Banking Officer

April 2020 (Roanoke, VA)— Freedom First Credit Union is excited to announce the addition of Shon Aguero as Chief Banking Officer. Aguero has 24 years of experience in the banking industry and is looking forward to working at a community-based credit union.

“The commitment to the community was a huge draw,” says Aguero. “Freedom First’s Community Development efforts make you want to come to work every day and give it your all. Because you aren’t just giving of yourself to create wealth for a small group of shareholders, but instead, your work enriches your entire community.”

Prior to Freedom First, Aguero spent over 14 years at Landmark Bank in Columbia, Missouri as the Executive Vice President of Retail and Business. Aguero oversaw a \$325 million/year mortgage business, 42 branches, a 40-person call center, and small business and treasury management departments.

“We are thrilled to add Shon to the Freedom First team,” says Freedom First CEO Paul Phillips. “Having a Chief Banking Officer is new to us. Freedom First has gone through exponential growth in the past few years and we found ourselves needing someone like Shon to guide us into the future. Shon is an experienced leader in the industry and we look forward to having someone focused strategically on improving how our members bank with us.”

Aguero is a nationally recognized leader in the banking industry, teaching and speaking for the American Bankers Association, the Financial Brand Forum, Future Branches Conference, and the SW Graduate School of Banking at Southern Methodist University in Dallas, Texas.

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ABOUT FREEDOM FIRST CREDIT UNION: Freedom First Credit Union is the largest member owned, Community Development Financial Institution in Southwest Virginia. Founded in 1956, Freedom First has grown to over 50,000 members, assets of over \$650 million, and 10 branch locations in the Roanoke and New River Valleys. Freedom First members benefit from competitive rates, secure and convenient technology, and the knowledge that their money is being reinvested in their community. For more information, please visit www.freedomfirst.com.