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Texans Credit Union Announces Mike McWethy and New CXO



Richardson, TX (July 8, 2020) – Texans Credit Union President and CEO, David Frazier, is pleased to announce Mike McWethy as the organization’s new Chief Experience Officer. McWethy will join Texans in August of 2020 in this newly created position.

“I am thrilled to have Mike joining the Texans CU family. His knowledge, experience, and enthusiasm will further propel Texans CU forward as a leader in the credit union industry. This new position will focus on evolving our approach to service by transforming our member experience strategy, design and user experience capabilities. Mike’s technical expertise, coupled with his commitment to excellent member service and a strong team culture makes him a valuable addition to Texans Credit Union,” Frazier stated.

McWethy joins Texans from First Service Credit Union (\$750M in assets) in Houston, TX where he’s served for almost 14 years, most recently as Executive Vice President. McWethy also serves as a board member for a technology company and has previous work experience from other credit unions in Texas and a large corporate bank. He holds a bachelor’s degree in Business Management and a Certificate in LEAN Six Sigma from Villanova University. McWethy is also a graduate from Southwest CUNA Management School held at Texas Christian University. He and his wife, Heather have four children.

“I am thrilled to be moving back to the DFW area, where I grew up, and become part of the Texans CU family,” McWethy said. “It is exciting to think about this new role where I can create new processes and help grow an already positive, member-focused environment.” said McWethy. “With a commitment to advancing digitally, we look to create a culture where using technology goes hand in hand with great service so that members become our biggest advocates.”

Texans Credit Union, one of the DFW area’s largest credit unions, recently announced plans to build on its outstanding reputation of service delivery for members by creating this new Chief Experience Officer position. The creation of an executive position that is dedicated primarily towards Member Experience serves as an opportunity for Texans CU to become more efficient operationally and to differentiate itself by finding innovative ways to provide exceptional service delivery.

About Texans Credit Union

Texans Credit Union is a full-service, not-for-profit financial institution that serves more than 110,000 members throughout the DFW area. With more than \$1.7 billion in assets, Texans Credit Union is one of the largest member-owned financial institutions in the DFW area, serving its members and the community since 1953.