

FOR IMMEDIATE RELEASE

City Credit Union Announces CEO Retirement and Leadership Transition

Dallas, TX (July 21, 2025) – City Credit Union (City CU) today announced that Sharon Searce (Moore), President and CEO, will retire effective September 30, 2025, after 21 years of dedicated service. To ensure a seamless transition, David Frith, current Chief Financial Officer, has been appointed President effective August 1, and will become President and CEO on October 1.

“Leading City Credit Union has been the honor of my career,” said Searce. “I’m proud of what we’ve achieved together and confident City CU will continue the same commitment to member service going forward.”

Under Searce’s leadership, City CU grew to over \$650 million in assets, expanded the field of membership, enhanced the products and services portfolio, added memberships, grew loans and achieved numerous awards for member and employee satisfaction. Improving the employee culture at City CU was one of Searce’s most significant accomplishments, and that produced the growth, innovation and high member satisfaction levels.

“I want to extend our deepest gratitude to Sharon for her exceptional leadership and unwavering commitment to our members, employees and community,” said Alan Richardson, Chairman of City CU’s Board of Directors. “Sharon’s legacy will be innovation, growth and service.”

Richardson added, “As a longtime employee, David brings a deep understanding of our values and a forward-thinking vision that will continue to help our credit union grow and adapt to serve our members. We’re confident that under his leadership, we will build on our strong foundation and achieve even greater success.”

“It’s an honor to be chosen to lead the great team at City CU,” said Frith. “We appreciate Sharon’s leadership helping City CU grow and create a great culture of service for our staff and our members. I look forward to working with our team and Board of Directors to build on that legacy and to provide innovative financial solutions to meet our members needs for many years to come.”

About City Credit Union

Founded in 1942 as the City of Dallas Employees Credit Union, City CU’s field of membership now includes 13 counties in north Texas. City CU provides these communities with financial products and services, insurance and free financial education. City CU serves 35,000 members and has five branches. For more information, visit www.citycu.org. Federally insured by NCUA.

###

Media Contact:

Name: Sharon Korba

Title: Senior Marketing Manager

Phone: (214) 319-3078

Email: sharon.korba@citycu.org

Website: www.citycu.org