

## FOR IMMEDIATE RELEASE

September 26, 2016  
Total pages: 2

**Contact:** Michele White,  
Public Relations Manager  
[mwhite@plcu.com](mailto:mwhite@plcu.com)  
[www.plcu.com](http://www.plcu.com)

# Rhead named new Point Loma Credit Union CFO

**SAN DIEGO, CA** — Matthew R. Rhead has been selected as Chief Financial Officer for Point Loma Credit Union. He brings 20 years of experience in credit unions and private technology companies, with skills that include budgeting, ratio analysis, strategy and management.

“Matthew has financial expertise and team-building leadership skills,” says David R. Brooke, President/CEO. “He also understands and appreciates the credit union difference.”

That difference is why he enjoys working at PLCU. “At some businesses, you primarily consider what’s best for the company. Here, we focus on what’s best for the our member/owners.”

He also appreciates PLCU’s emphasis on the community. “San Diego is a city of villages, each with its own personality. PLCU gets that, and that’s why it serves its members so well.”



Matthew R. Rhead, Chief Financial Officer

**Download high-res photo here:**

[https://aubreyco.egnyte.com/dl/Yt7DsJtAol/Matt\\_Rhead.jpg\\_](https://aubreyco.egnyte.com/dl/Yt7DsJtAol/Matt_Rhead.jpg_)

Rhead serves as a mentor to students in all areas of study at San Diego State University, where he earned his BA. He also has an MBA from the University of California, Irvine. When not working, he enjoys taking advantage of San Diego's outdoor activities, perfect for what he calls a balanced life mix.

PLCU has assets of over \$453 million and serves 37,000 members with six branches throughout San Diego County. It offers a complete line of loans, insured savings, business services and 24-hour electronic and mobile access services.

Anyone who lives or works in San Diego or Riverside counties may join. Call [888-495-3400](tel:888-495-3400) for information or visit [plcu.com](http://plcu.com).