



For Immediate Release  
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## **Texell Credit Union Announces New CFO**

**Temple, TX (April 8, 2026)** – Texell Credit Union announces John Rossi as the new Chief Financial Officer. Rossi first joined Texell in 2022 as a Management Analyst and advanced to Finance Manager then Director of Finance & Payments.



“We’re excited to have John join the executive team. John is a strong leader and a talented problem solver who is a natural at working with all of our departmental teams to accomplish our strategic goals,” said Tony Hale, President and CEO of Texell. “His strong background in financial analysis matched with his innovative problem-solving allows us to improve our products and services,” Hale continued.

Before working in financial services, John served as an Armor Officer in the U.S. Army while stationed at Fort Hood. After finishing active duty, he started his career in banking as a branch manager for five years before working at Texell.

“I’m excited for this new opportunity,” said John. “One of the key elements of a credit union is that we are owned by our members, and that really sets us apart in the world of financial services. Our industry is constantly changing, but our growth will stay rooted in service to our members and the community.”

Rossi’s leadership will continue to strengthen the Credit Union’s financial soundness. Texell’s capital to asset ratio is over 10%, far exceeding the 7% required ratio of federal and state examiners. Texell also consistently earns a five-star rating by Bauer Financial, the highest rating attainable.

### About Texell Credit Union:

With eight branches in Central Texas serving over 50,000 members, Texell offers a variety of financial products and services for consumers and businesses. Listed five times since 2019 in the “Best Credit Unions to Work For” by The Credit Union Journal, Texell reached 11<sup>th</sup> in the nation in 2024. Texell received Los Premios de Telemundo Central Texas Award in 2024 and consistently receives “Best Credit Union/Best Bank” awards by readers of the Temple Daily Telegram, Killeen Daily Herald, and the Belton Journal. Visit [Texell.org](http://Texell.org) for more information.

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