



FOR IMMEDIATE RELEASE:
October 28, 2025

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CCCU Announces New Vice President of Branch Operations

[LAS VEGAS, Nev.] October 28, 2025 – [Clark County Credit Union \(CCCU\)](#) is excited to announce that Amber Avila has been named Vice President of Branch Operations and Member Experience.

Avila began her career with CCCU in August 2011 as a teller at the Tenaya branch and has grown within the organization through several frontline and leadership roles. A proud Las Vegas native, Avila is certified as a Credit Union Executive from the Western Credit Union Management School and also recently earned her bachelor's degree in business management. She is currently pursuing her master's degree while balancing work responsibilities.

In her new role, Avila will oversee branch operations and lead initiatives to enhance the member experience across all CCCU locations.

"Being part of the credit union has been an incredible experience," Avila shared. "Over the last 14 years, I've had the chance to help so many members through their financial ups and downs. Now I get to take that support to the next level by empowering our teams to make an even greater impact on our members' financial well-being."

Since 1951, CCCU has served members across Southern Nevada, helping families and individuals achieve their financial goals through trusted service, competitive products, and a commitment to community. For more information about CCCU and its commitment to financial education, visit www.CCCULV.org.

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About Clark County Credit Union

Founded in 1951, CCCU is a not-for-profit financial institution dedicated to serving its members with outstanding financial products and services. They serve over 57,000 members who are municipal employees (Clark County, City of Henderson, City of Las Vegas, and City of North Las Vegas), medical professionals, members of Nevada Public Radio (KNPR) and numerous select employer groups. With a focus on community involvement and personalized service, CCCU continues to be a trusted financial partner for individuals and families in the Las Vegas area. CCCU has assets of \$1.5 billion and six branches throughout Southern Nevada. More information about CCCU can be found online at www.ccculv.org.

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