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## Freedom First Welcomes Shatenita Horton as Senior Vice President Retail Banking

**July 13, 2021 (Roanoke, VA)** — Freedom First Credit Union is excited to announce the addition of Shatenita Horton as Senior Vice President Retail Banking. Horton has been a leader in the financial services industry for over 25 years and is ready to take on this new position at Freedom First.

Horton recently moved to Roanoke from Columbia, Missouri and is eager to get to know her new community where she now lives, learns, works, and plays. She has an extensive background in the banking industry, working as a call center director, a security officer and banking center manager, and most recently as Vice President of Bank Security and Fraud Investigative Officer. “Shatenita brings a fresh perspective, passion, and leadership that will benefit Freedom First as an organization and our members,” says Freedom First Chief Banking Officer Shon Aguero. “Her passion bleeds into her volunteerism and I know she will have a huge impact in the Roanoke and New River Valleys outside of her work at Freedom First.”

In her new position at Freedom First, Horton will direct the sales and service efforts through creation, coordination, and management of company-wide retail and business banking programs. “I am excited to be a team member at Freedom First and I look forward to continuing the mission of helping people prosper – helping communities thrive,” says Horton.

Horton holds a Bachelor of Science from Columbia College and an MBA from Stephens College. While in Columbia, Missouri, Horton was involved with many organizations including the Columbia Chamber of Commerce, True North of Columbia, Voluntary Action Center, Columbia Metro Rotary, and Columbia Public Schools Foundation. Horton currently resides in Roanoke County with her husband and daughter.

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**ABOUT FREEDOM FIRST CREDIT UNION:** Freedom First Credit Union is the largest member owned, Community Development Financial Institution in Southwest Virginia. Founded in 1956, Freedom First has grown to over 50,000 members, assets of over \$800 million, and 10 branch locations in the Roanoke and New River Valleys. Freedom First members benefit from competitive rates, secure and convenient technology, and the knowledge that their money is being reinvested in their community. For more information, please visit [www.freedomfirst.com](http://www.freedomfirst.com)