5700 Cleveland Street
Virginia Beach, VA 23462
(800) 678-8765
chartway.com

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CONTACT
Vanessa Coria, VP of Communications

Chartway Credit Union's VP of Marketing Whitney Huston Named an Inside Business Top Forty Under 40 Honoree

Award recognizes emerging leaders for professional development, leadership, and community involvement

Virginia Beach, VA (October 27, 2026) – Chartway Credit Union is proud to announce that, its vice president of marketing, Whitney Huston, has been named a 2026 Top Forty Under honoree by *Inside Business*, The Hampton Roads Business Journal.

The Top Forty Under 40 program recognizes 40 outstanding professionals under the age of 40 who have built successful careers and are actively involved in the community. Honorees are evaluated for their vision and leadership, innovation and achievements, and strategies for success, with an emphasis on their community service including the impact of their volunteer work, their commitment, and the diversity of interests and involvement.

"It's an honor to be recognized alongside so many talented professionals making a difference across Hampton Roads," said Huston. "I've been fortunate to work with people who challenge me to think differently, grow as a leader, and approach our work with purpose. At Chartway, we have the opportunity to connect our brand with our members, strengthen our communities, and make a meaningful impact for others. I'm grateful to be part of a team that makes that possible."

As vice president of marketing, Huston leads the team responsible for growing membership and engagement across Chartway's channels. She oversees brand and marketing strategy, campaign development, branch merchandising, promotions, events, and sponsorships, while using member insights and performance data to strengthen results and the member experience.

"Whitney has a unique ability to connect big-picture strategy with the work it takes to deliver meaningful results," said Rob Keatts, EVP and chief operating officer at Chartway Credit Union. "She challenges the team to think differently, brings people together around a clear direction, and never loses sight of the member. Her leadership has made a meaningful impact on Chartway, and this recognition is well deserved."

Huston played a key leadership role in Chartway's 2022 brand refresh, helping guide the strategy and implementation of a modernized identity across the credit union's website, messaging, branch environments, marketing materials and internal brand standards. Her work helped to align teams around a consistent, member-centered experience across multiple markets.

Under Huston's leadership, Chartway has earned four Diamond Awards from America's Credit Unions Marketing & Business Development Council, with recognition in 2023 and 2025. Her professional accomplishments also include earning the Credit Union Development Educator certification in 2026, a national

leadership credential focused on cooperative principles, financial well-being, community impact, and purpose-driven leadership.

Beyond her role at Chartway, Huston supports children, families, education and community well-being through volunteer service. She volunteers with children's ministry at Great Bridge Baptist Church and supports activities and events at Moyock Elementary School and Hickory Ridge Academy. She also contributes to the Bra-ha-ha fundraiser benefiting breast health services and the mobile mammography program, and volunteers with the Chartway Promise Foundation. Additionally, she serves as a Diamond Awards judge for America's Credit Unions Marketing & Business Development Council.

Learn more about Chartway Credit Union at www.Chartway.com.

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About Chartway
Since 1959, Chartway has been unlocking the potential of individuals and families so they can thrive. Member-owned and values-driven, our $3.2 billion credit union proudly serves more than 265,000 members with branches in Utah, Texas, and Virginia. We've been recognized by Forbes as one of America's Best-In-State Credit Unions, included on American Banker's Top Credit Union to Work For list, and received numerous other top workplace and best credit union accolades. Driving innovation for the future of financial services, Chartway Ventures, a wholly owned credit union service organization (CUSO), invests in technology and innovative financial solutions that create value for Chartway members and the credit union industry. Reflecting a bright way forward, Chartway Promise Foundation, a non-profit 501(c)(3), has granted $17 million to provide medically fragile children and their families memorable experiences that bring joy, hope, and smiles. For information on our vibrant organization, please visit www.Chartway.com and follow us on Facebook, Twitter, and Instagram.

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