



ARDENT CREDIT UNION'S CHIEF PEOPLE OFFICER TAKES HOME SmartCEO's 2017 EXECUTIVE MANAGEMENT AWARD

PHILADELPHIA, Pennsylvania (March 8, 2017) – Mary Hoffman, VP and Chief People Officer, was among the select leaders in the greater Philadelphia region recognized for their exemplary leadership accomplishments by [SmartCEO](#). With just the right balance of general business acumen and people management skills, Miss Hoffman is integral in keeping and helping set a high standard for the service and member-centric culture for which Ardent has been consistently recognized and has cultivated and embraced in its 40-year history.

Rob Werner, President/CEO says, "The entire Ardent family is very excited and proud for Mary's well-deserved recognition. Mary continues to be a strong proponent of positive employee relations and training and development among Ardent's eclectic, forward-thinking group of staff members –all of whom, including Mary, share the same passion for service."

For more information about **Ardent Credit Union**, or to schedule an interview with Ardent President/CEO, Rob Werner, please contact **Abby Littleton** at **(215) 627-4747** or via e-mail at al@neffassociates.com.

ABOUT ARDENT CREDIT UNION:

Ardent Credit Union, formerly known as Sb1 Federal Credit Union, is a bold, savvy, sophisticated, and hardworking credit union striving to make finances easier and more accessible for its members. With their innovative and unique offerings, they look to benefit members and lead them to long-term success. As a member-owned financial cooperative originally founded in 1977 by the employees of the SmithKline Corporation, Ardent Credit Union has more than \$600 million in total member assets. Ardent Credit Union is headquartered in Philadelphia, PA and serves Philadelphia, Montgomery, Delaware, Bucks and Chester counties. For more information, visit ArdentCU.org or call 800.806.9465.