



## **For Immediate Release**

### **CU People, Inc. Announces New Vice President of Sales**

HOUSTON, Texas (July 8, 2013) – CU People, Inc. (CUPI), a human resources and administrative outsourcing consulting firm for financial institutions, located in Houston, Texas, announces the addition of an industry veteran as its vice president of sales.

Christopher Fisher has been named vice president of sales at the firm's corporate offices in Sugar Land, Texas, and will be charged with directing the firm's sales strategy and expanding its client footprint. He brings 15 years of experience in financial services and human capital management in both sales development and sales operations roles.

Prior to joining CU People, Fisher spent 8 years with John M. Floyd & Associates (JMFA) in several business development and operations roles as well as managing strategic alliances at a national level. Following JMFA, Fisher spent several years with ADP delivering human capital management strategies, servicing both national and multi-national accounts.

"Chris has a tremendous background in both serving credit unions and human resource outsourcing," said Steve Swanston, CU People's executive vice president. "Combined with his sales leadership we are looking forward to growth under his charge."

#### **About CUPI:**

CU People (CUPI), is a leading provider of human resource outsourcing solutions. For 13 years, CUPI has been recognized as the preeminent outlet to provide HR expertise to financial institutions – freeing them to concentrate on strategic initiatives, versus tactical administration. Through CUPI's value-added services, companies can realize improved data integrity, streamlined HR processes, and eased HR administrative burdens – all of which allows businesses to re-focus their efforts and concentrate on improving their bottom line!

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