



FOR IMMEDIATE RELEASE: VolCorp Welcomes Abbie Jones as Vice President, Marketing and Growth

Credit union executive and industry advisor brings more than 15 years of experience in marketing, growth and financial services.

[NASHVILLE, TN, September 23, 2026] – Volunteer Corporate Credit Union (VolCorp) today announced that Abbie Jones has joined the organization as Vice President, Marketing and Growth. In this role, Jones will lead the development and execution of marketing strategies for VolCorp and Symphony LLC, partnering with Business Development and Member Experience to strengthen brand positioning, deepen member and client engagement, and support product and service adoption and retention.

Jones brings more than 15 years of experience building marketing teams, systems and growth strategies across credit unions, financial services and consulting, with expertise spanning brand strategy, marketing operations, digital experience, analytics and member engagement.

“Abbie brings an incomparable perspective within our industry. Going the extra mile for the credit unions that trust VolCorp means finding new ways to meet their needs, both existing and unforeseen. We're tremendously excited at the notion of immediately utilizing her practical insight and diverse background for the betterment of our members,” said Christina Adkison, Chief Experience Officer at VolCorp.

Jones joins VolCorp from Cornerstone Advisors, where she served as Director, Marketing & Growth, advising financial institution leaders on growth strategy, marketing modernization, digital experience, customer relationship management and analytics. Previously, at Alliance Credit Union in Lubbock, Texas, she advanced from Marketing Manager to Senior Vice President, Revenue, built the marketing function from the ground up and contributed to growth in a core revenue portfolio.

Jones said, “I’ve always had an appreciation for the credit union movement. The work they do is inherently so close to the member and the communities they’re in... VolCorp serves credit unions that need strong partners, practical support, and forward-looking ideas in order to stay relevant and continually compete. I understand the pressure our member institutions are under, and I care about helping them find ways to grow, deepen relationships, improve member experience, and continue doing that signature work that makes their impact unique.”

Jones holds an Executive MBA in Big Data Strategy from Texas Tech University and a bachelor’s degree in English from the University of Texas Permian Basin.

Founded in 1981, Volunteer Corporate Credit Union (VolCorp) is a not-for-profit financial services cooperative headquartered in Nashville, Tennessee, now serving more than 300 credit unions nationwide with more than \$1 billion in total assets. VolCorp specializes in dynamic payment solutions, tailor-made investment products, and incomparable member care. Solutions include customized consulting, compliance, audit, and risk-based services offered by Symphony LLC, a wholly owned CUSO. For more information, please visit www.volcorp.org or www.symphonycuso.org.

MEDIA CONTACT: Jake Wilbanks (jwilbanks@volcorp.org)

Volunteer Corporate Credit Union

2460 Atrium Way ▶ Nashville, TN 37214
(800) 470-3444 or (615) 232-7900 ▶ FAX (615) 232-7999
volcorp.org