

The Florist Federal Credit Union announces Cisco Malpartida Smith as its New President & CEO

Roswell, New Mexico – December 21, 2016 – After a national search, The Florist Federal Credit Union is proud to announce the hiring of the Cisco Malpartida Smith as the new President/CEO, “Cisco’s outstanding background, passion for the credit union mission, and shared vision for our members make him a great fit for our organization,” said Doug Liedtke, Chairman of the Board. “We are extremely pleased to have him join The Florist Federal Credit Union and welcome his leadership in serving the U.S. Floral industry nationwide. Cisco embodies the credit union philosophy of people helping people. His demonstrated commitment to the credit union movement and community service align very well with The Florist’s FCU vision, culture and values.” Additionally, Liedtke reflected, “The Board of Directors wishes to express their appreciation and thanks to retiring CEO Kenn Bell for his 6 years of service to the credit union and our members. We wish him our best as he returns to family in the Northwest!”



“I am honored and excited to be assuming the role as President/CEO at The Florist Federal Credit Union,” said Malpartida Smith. “The credit union has endured for decades through some of the most challenging regulatory and economic times. The credit union is in a great place to begin the next chapter in its journey at becoming the preferred financial institution of choice for its members and potential members within the Floral industry. I am looking forward to leading the credit union and fulfilling on our mission.”

Malpartida Smith most recently served as Vice President of Products and Strategy for GTE Financial (GTE Federal Credit Union, Tampa, FL), prior to that Malpartida Smith worked for BECU (Boeing Employees’ Credit Union, Tukwila, WA) in various management roles within Product’s, Community Relations and Marketing. Malpartida Smith’s credit union career spans a broad set of positions in strategy, marketing, lending, business development, product development, branch operations, political advocacy and community relations. His credit union experience was launched in Seattle, WA, where he worked to start a new credit union startup for his University community. Malpartida Smith serves on the board of directors and chair of the development committee for Hillsborough Community College Foundation.

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Headquartered in Roswell, New Mexico, The Florist Federal Credit Union was originally chartered in 1969 as WesTexas New Mexico Florist Association FCU, and merged with Texas State Floral Association Credit Union in 2004 to become The Florist FCU. The Florist Federal Credit Union with is the only credit union serving the Floral Industry nationwide, including florists, any related industry professionals, their employees, and families nationwide.

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