



For Immediate Release

CU People, Inc. Announces New Executive Vice President

HOUSTON, Texas (March 26, 2013) – CU People, Inc. (CUPI), a human resources and outsourcing solutions consulting firm for financial institutions, located in Houston, Texas, announces the addition of an industry veteran as its new executive vice president, as the firm gears up to continue its rapid expansion.

Steve Swanston has been named executive vice president at the firm’s corporate offices in Sugar Land, Texas, and will be charged with running the firm’s daily operations and expanding its footprint nationally while continuing to identify additional deliverables. He joins CUPI with a 20 year business career in financial services, human capital management and recruiting. His background includes executive leadership positions in both sales and operations for some of the most successful and fastest growing firms in their respected industries.

Prior to joining CUPI, Swanston spent 10 years as executive vice president of both sales and business development for John M. Floyd & Associates (JMFA). First helping that firm develop its national sales organization, and then in 2006 developed and grew the firm’s executive search practice.

“We are delighted to have Steve join the CUPI team,” said Patti Tuma, CUPI’s Owner. “Steve brings a great deal of leadership and business acumen with him, and we look forward to him helping take our firm to new heights.”

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 up to concentrate on day-to-day operations and strategic planning. 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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