



For Immediate Release

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Tamara Darvish Joins Executive Team at Pentagon Federal Credit Union

Nationally-known automotive retail expert with strong legislative background brings a dynamic skill set to PenFed's executive team.

Alexandria, Va., January 22, 2015—Tamara Darvish is joining [Pentagon Federal Credit Union](#) (PenFed) as executive vice president of business development and government and community affairs. She joins the PenFed executive team having recently left her post as executive vice president of the DARCARS Automotive Group, which includes more than 30 franchises in the Greater Washington Community and is one of the top 20 groups in the U.S.

Darvish has deep and extensive executive experience in automotive retailing, and has been widely acclaimed for her successful efforts in government affairs at the national level while serving as a board member with the National Automobile Dealers Association. She is a highly respected and widely recognized leader in the Washington business community; having served as chair of the Washington Area New Auto Dealers Association and on the executive committee of the Greater Washington Board of Trade.

She was named Philanthropist of the Year for Montgomery County in 2014, and has been honored for her work with The Leukemia and Lymphoma Society.

Darvish was named to her new post by James R. Schenck, PenFed CEO and president.

“We are honored she’s chosen to join the PenFed team,” said Schenck.

“Bringing her aboard was based on much more than the respect for her business success in the automobile industry. Tammy’s commitment to the greater Washington community is without equal. Her demonstrated track record of helping others, and her community outreach, is in lockstep with the cultural values of PenFed, PenFed’s employees, and the

spirit of the credit union movement of people helping people. Her joining the PenFed team is a great match,” Schenck said.

Darvish says that her extensive experience in selling cars and working with buyers to get financing has made her acutely aware of the “value of the credit union model” of consumer finance, one in which the members, not shareholders are the winners.

“This is exciting for me because I really believe I can help everyday people obtain more affordable financing for their cars, homes, and credit cards while, at the same time, provide safe banking, savings, and retirement opportunities,” she said.

“I think so-called financial planning and wealth management are usually directed toward those with great means. “At PenFed, there are a multitude of financial services that everyday people can benefit from through their membership,” said Darvish.

Darvish has a special interest in financial literacy education and serves on Maryland Comptroller Peter Franchot’s financial literacy committee.

“Without financial literacy, debt becomes overwhelming, consumers stop spending, and when consumers stop spending, economies fail and jobs are lost,” she said. Among her immediate plans at PenFed is establishing an ombudsman program that she will head up to ensure the concerns of PenFed members and employees have a forum in which they can be heard, answered, and brought to the attention of senior executives.

Darvish, who starts today in her new post, is a graduate of Northwood University where she earned a bachelor’s in business administration and an associate’s degree in automotive marketing.

About PenFed

Established in 1935 as the War Department Credit Union, PenFed is one of the largest credit unions in the country, serving 1.3 million members worldwide; with nearly \$18 billion in assets. Its long-standing mission has been to provide superior financial services in a cost effective manner, while being responsive to members’ needs. PenFed offers market-leading mortgages, automobile loans, credit cards, checking, and a wide range of other financial services with its members’ interests always in mind. Serving a diverse population, PenFed offers many ways to become a member; including numerous employee groups and association affiliations. PenFed is federally insured by the NCUA and is an equal housing lender. PenFed does business in accordance with the Federal Fair Housing Law, the Equal Credit Opportunity Act, and is a member of NAFCU. *To learn more about PenFed, visit PenFed.org.*

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