



SAMORIA ZURLO
SEFCU

Samoria Zurlo is the Director of Deposit Products at SEFCU, a community focused credit union established in 1934. Samoria began her career with SEFCU in 2008 and over the past 11 years has established leadership experience in various roles and areas of the credit union. In her current role, she leads SEFCU's deposit product line and has the strategic responsibility for its development, implementation and ongoing lifecycle optimization. Outside of her direct responsibilities Samoria sits on the board of the SEFCU Foundation, serving numerous community initiatives and volunteering at events across the Capital Region.

Samoria received a Bachelor of Arts at SUNY Empire State College with a degree in Communications and concentration in Cultural Studies. She is a self-proclaimed life-long learner and currently pursuing a master's degree in Business Administration with a certificate in Marketing and Brand Analytics. In addition to her professional career, Samoria is a dedicated wife and mother. Her interests include entertaining family and friends, reading, traveling, attending live music events, and staying active.