



## **Nicole Antar**

### **Vice President of Employee Experience, APG Federal Credit Union**

Nicole Antar is a highly versatile, award-winning marketing, communications and people leader with over a decade of experience developing brand strategy, strengthening company culture and driving real growth for organizations in Maryland.

As the **Vice President of Employee Experience** at **APG Federal Credit Union (APGFCU)**, a member-owned financial cooperative with more than \$2.3 billion in assets and 180,000 members, Nicole leads the institution's vision of creating a holistic, brand-immersive experience for employees. In her role, she ensures that every touchpoint across an APGFCU employee's lifecycle reflects the credit union's mission and values. She continually collaborates with organizational leaders to ensure APGFCU is fostering a culture of belonging, purpose and pride.

Before joining APGFCU in 2025, Nicole served as the Assistant Vice President, Creative & Communications at SECU, where she led a 12-person team responsible for creative and content production for all marketing initiatives. Her leadership and vision in this role not only earned her multiple "Star Awards" at SECU but also left a lasting impact on the credit union's brand and member experience.

Prior to joining the credit union movement, Nicole spent time in the senior care industry at National Lutheran Communities & Services and The Village at Rockville where she enhanced organizational external and internal communication efforts, and contributed to significant sales and community engagement initiatives.

Nicole's ongoing efforts to lead with purpose and live a life of mentorship and service were recognized when she received the Baltimore Banner's Emerging Leaders Award in 2025. Beyond her work at APGFCU, Nicole is dedicated to giving back to

her community and has volunteered with philanthropic efforts at area institutions including the University of Maryland Medical Center and Morgan State University.

Nicole currently resides in Montgomery County with her husband and two daughters.