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**KELLY IMHOLTE NAMED NEW VICE PRESIDENT OF
MEMBER FINANCIAL SERVICES AT CONNEXUS CREDIT UNION**

Wausau, Wis. (October 4, 2021) – Kelly Imholte was named Vice President of Member Financial Services at Connexus Credit Union last week. In this position, Imholte will be responsible for the high-level development, implementation, and oversight of financial services strategies related to branch operations, deposit products, and investment services.

“We are thrilled to have Kelly join the Connexus team, as she brings a balance of business and service expertise with a proven record of impactful results,” stated Claire Meney, Senior Vice President of Member Experience at Connexus. “Kelly is the perfect candidate to forward the momentum of transformational change already in progress here at Connexus as we continue to focus on leading the industry in digital innovation and member experience.”

Imholte is a Certified Bank Secrecy Act & Anti-Money Laundering Professional (CBAP) who brings over 18 years of financial industry experience to her new position. She spent the past seven years at Commerce State Bank in southeastern Wisconsin in the role of Vice President of Retail Banking where she focused on building a robust sales culture, operational soundness, effective policy and procedure implementation, and streamlined project and change management through enhanced coaching and development.

"What I love about Connexus is their genuine commitment to each member and employee. Every individual, regardless of position or portfolio, is respected, valued, and empowered," said Imholte. "Connexus also invests in technology that improves member experience, and I'm incredibly grateful for the opportunity to work for an industry leader in innovation."

Connexus invests in its employees by: providing best-in-class benefits, advancement opportunities, and tools for growth; promoting a culture of transparency, respect, flexibility, work-life balance, and empowerment; and embracing sustainable, progressive growth in a digital world. Current employment opportunities can be found at <https://www.connexuscu.org/careers/>.

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About Connexus Credit Union – Serving more than 390,000 members across all 50 states, Connexus is a member-focused cooperative with over \$3.7 billion in assets. Connexus is proud to provide high yields for checking accounts and deposit products, as well as an industry-leading Digital Banking experience and competitive rates for personal, home, and auto loans. The Wausau, WI-based credit union has been nationally recognized for excellence by Forbes, CNN Money, NerdWallet, Kiplinger, and Bankrate.com. Connexus is committed to being a nationally relevant, trusted credit union, providing exceptional experiences and fostering prosperity for those it serves.