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FOR IMMEDIATE RELEASE

Karrie Drobnick joins Community First Credit Union as Chief Strategy & Experience Officer

NEENAH, WI [Aug. 27, 2024] – Karrie Drobnick has joined the Senior Leadership Team at Community First Credit Union in the newly-created position of Chief Strategy & Experience Officer. As part of the executive team working with the board of directors, she will be instrumental in developing and executing the credit union's strategic vision to boost member and employee experience in alignment with organizational initiatives and objectives.

An accomplished credit union executive with additional experience as a visionary consultant and insurance industry strategist, Drobnick was honored as one of 25 women nationwide on the American Banker's inaugural Most Powerful Women in Credit Unions list in 2022. Her previous credit union industry roles include: Vice President of Marketing, Chief Marketing Officer, Chief Marketing & Strategy Officer and Chief Operating Officer.



Drobnick has distinguished herself as an energetic, passionate and creative leader in the credit union industry, orchestrating mergers and key initiatives, fostering strategic partnerships, digital transformations, brand evolution and nurturing exceptional team engagement.

Since earning a Business Administration degree from Marian University, she has achieved credit union industry and professional certifications while delivering innovative solutions, fostering

sustained growth and operational excellence, facilitating complex projects and exceeding stakeholder expectations by building, training, leading and empowering individuals and teams toward outstanding results.

“We are delighted to have Karrie join our Executive Leadership Team,” said Cathie Tierney, Community First President/CEO. “She brings a wealth of experience and a proven track record of success in strategic planning, member experience enhancement and overall organizational performance.”

Born and raised in the Fox Cities, Drobnick lives in Greenville with her two daughters.

“I’ve always respected Community First for its impact and commitment to the member,” Drobnick said. “Joining the leadership team allows me to apply strategic experience to amplify our capabilities and deepen member and employee engagement. With such a dedicated team, extensive resources, and a commitment to excellence, the potential for transformative impact is boundless.”

Community First Credit Union is a member-owned financial cooperative with \$5.8 billion in assets and 25 full-service branches. CFCU’s 627 employees deliver financial and investment services to over 158,000 member-owners throughout Northeastern Wisconsin. Learn more about [Community First Credit Union](#).



Karrie Drobnick, Chief Strategy & Experience Officer at Community First Credit Union