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**FOR IMMEDIATE RELEASE**

## **Yogerst joins Community First as Continuous Improvement VP**

**NEENAH, WI** (March 26, 2025) – Brian Yogerst is bringing over 30 years of leadership and operational effectiveness experience to Community First Credit Union as Vice President of Continuous Improvement.

“In this newly-created role, Brian will champion Community First’s culture of operational excellence and facilitate initiatives to streamline processes, embrace innovative problem solving and adopt sustainable improvement practices to enhance our member experience,” said Community First President/CEO Cathie Tierney.

Yogerst previously held roles focused on continuous improvement and operational excellence at three Fox Cities employers, including ThedaCare, Guardian Life Insurance and Ascension Wisconsin.



He has an associate degree in Management Development from Fox Valley Technical College and a Business Management degree from Ashley University. Yogerst has various industry certifications surrounding continuous improvement, operational efficiency and process optimization, including a Lean Six Sigma Black Belt from the UW-Madison School of Business.

“I am excited to join an outstanding team at Community First, a leading financial institution in Northeast Wisconsin with a rich history of providing amazing service to its members and

generously giving back to the communities it serves,” Yogerst said. “Community First has always prioritized its member and employee experience, fostering a culture of care, collaboration and impact. Whether coaching leaders, aligning strategies, or implementing transformative initiatives, I look forward to helping inspire excellence, drive engagement, and contribute to meaningful, lasting success for our members, employees and the communities we call home.”

Yogerst lives in rural Hortonville with his wife Rachael and their three children. He is a state certified Fire Officer and the Volunteer Assistant Fire Chief with the Ellington Fire Department.

*Celebrating 50 years in 2025, [Community First Credit Union](#) is a member-owned financial cooperative with over \$6 billion in assets. With 25 full-service branches and a robust digital banking platform, CFCU’s 626 employees deliver financial and investment services to more than 160,000 member-owners who live and work in Northeastern Wisconsin.*

