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FOR IMMEDIATE RELEASE

Community First names Amy Pinkerton VP of Branch Operations

NEENAH, WI (Jan. 28, 2025) – Community First Credit Union has promoted Amy Pinkerton to Vice President Branch Operations. In her new role, Pinkerton will build a branch support team to enhance consistency, improve processes, assist with special accounts and streamline the use of branch technology.

“Our branch network plays a pivotal role in serving our members and Amy has always demonstrated a deep passion for service and our people-helping-people philosophy,” said Community First President/CEO Cathie Tierney. “For many years Amy excelled in member-facing roles in the branches and has since continued her exceptional work as a key leader in our organization.”



Pinkerton, who joined Community First in 1997 as a teller, served as a Member Service Representative for a few years before becoming Branch Manager in Darboy for 11 years. She was named Assistant Vice President of Branch Support in 2017.

“Amy has an outstanding track record with extensive branch operations experience, an innate ability to foster meaningful relationships with colleagues and members, and a strong desire to deliver exceptional service,” said Shawn Mulhaney, Senior Vice President of Branch Operations and Contact Center. “She is a tremendous asset to the Community First team.”

Celebrating 50 years in 2025, [Community First Credit Union](https://www.communityfirstcu.org) 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 159,000 member-owners who live and work in Northeastern Wisconsin.