



Contacts:

**Amanda Secor | Chief of Staff**

(920) 830-7200, ext. 4479

[amanda.secor@communityfirstcu.org](mailto:amanda.secor@communityfirstcu.org)

**Michael King | Communications Manager**

(920) 830-7200, ext. 4208

[mike.king@communityfirstcu.org](mailto:mike.king@communityfirstcu.org)

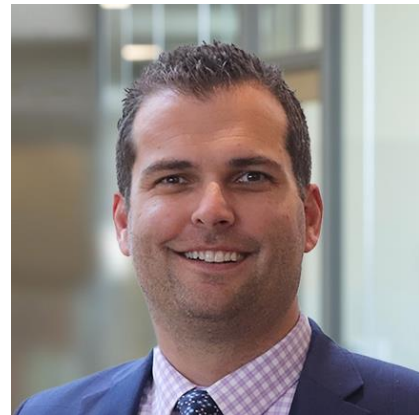
**FOR IMMEDIATE RELEASE**

## **Community First names Shawn Mulhaney as Senior Vice President of Branch Operations and Contact Center**

**NEENAH, WI** (Jan. 28, 2025) – Community First Credit Union has announced the promotion of **Shawn Mulhaney** to Senior Vice President (SVP) of Branch Operations and Contact Center. In his new role, he will be part of the Senior Leadership Team and is responsible for supporting and enhancing the organization's strong member-focused approach across the credit union network of 25 branches and its member contact center.

"Shawn brings a wealth of knowledge and expertise essential to delivering our promise of serving members and our community," said President/CEO Cathie Tierney. "His passion for service and his dedication to both our members and our team make him the ideal leader to guide us forward in this expanded role."

"I am incredibly honored to step into this expanded role and continue working with the amazing team at Community First," said Mulhaney, who was promoted in 2019 to VP of the Member Contact Center, leading the Contact Center and Lender by Phone teams. "Our members are the foundation of everything we do, and I look forward to contributing to our continued success, strengthening our branch network, and ensuring our members receive the outstanding service they deserve."



Prior to joining Community First, Mulhaney gained extensive financial service and sales experience serving in various roles in the banking industry, including Personal Banker, Financial Advisor, Bank Manager, Regional Retail Sales Coach and Assistant Vice President/Bank Manager.

Mulhaney joined Community First in June 2018 initially as AVP of Member Sales and Service, serving as a key supporter of the relationship-focused approach integral to the credit union's member service model. Less than a year later, he was named AVP of Training & Development, where he was a strong contributor and collaborator to a major technology transformation that modernized operations and improved the member digital experience. Since 2019, Shawn has been overseeing member loan and service needs in the Member Contact Center while strengthening relationships and driving membership growth.

He holds a Master of Business Administration and Management from Lakeland University and is a Certified Wisconsin Credit Union Leader II through the Wisconsin Credit Union League.

*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 159,000 member-owners who live and work in Northeastern Wisconsin.*