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FOR IMMEDIATE RELEASE

American Banker names Community First Credit Union CEO Catherine J. Tierney as one of 2024's Most Powerful Women in Credit Unions

NEENAH, WI [Dec. 10, 2024] – Community First Credit Union proudly announces that its President & CEO, Catherine J. Tierney, CCUE, has been recognized as one of 2024's Most Powerful Women in Credit Unions by *American Banker*. This prestigious honor celebrates her extraordinary 48-year career, during which she has transformed Community First into a thriving \$6 billion financial institution serving over 159,000 members.

Launched in 2022, *The Most Powerful Women in Credit Unions* expanded *American Banker's* recognition programs to highlight female leaders who are driving innovation, addressing underserved communities, and shaping the future of financial services. The program spotlights trailblazing women who exemplify forward-thinking leadership in the credit union industry.



"These remarkable women are leading with resilience, innovation, and a steadfast commitment to their members and communities," said Chana Schoenberger, Editor-in-Chief of *American Banker*. "Their achievements are redefining what's possible in the credit union industry, paving the way for future leaders to build on their impact."

Since joining Community First in 1976, Tierney has led the organization through unprecedented growth, evolving from a single office with \$1 million in assets to a credit union that now

operates 25 full-service branches, four non-traditional branches, and employs over 600 team members. Her leadership philosophy, centered on creating an exceptional workplace that fuels exceptional service, has cultivated a culture where employees feel deeply connected to the credit union's mission.

This approach has also driven sustained national recognition. For 16 consecutive years, Community First has earned the Raddon Crystal Performance Award, ranking among the top 10 credit unions in the nation for financial performance. This accolade reflects Tierney's strategic vision and unwavering commitment to excellence.

Tierney's impact extends beyond the credit union. She is deeply involved in supporting local nonprofits, promoting financial education, and championing community programs that inspire meaningful change. Her efforts have enriched the lives of thousands and underscored the credit union's role as a community leader.

"I am truly humbled to be recognized as one of the Most Powerful Women in Credit Unions by *American Banker*. To me, it's not about being powerful, it's about having a heart for service, and making an impactful difference for our members and the communities they call home," said Tierney. "This honor belongs first to our member-owners who are the reason we exist. It also belongs to every one of our 632 team members, whose dedication and passion drive our success. They are the heart and soul of Community First, and it's their unwavering commitment to making a difference for our member-owners that makes this recognition possible."

A complete list of honorees was published on November 19, with profiles available on *AmericanBanker.com*, detailing their achievements, career paths, and the impact they have made in the credit union industry.

The Most Powerful Women in Credit Unions is part of *American Banker's* ongoing commitment to promoting diversity, equity, and inclusion in financial services. It complements initiatives such as *The Most Powerful Women in Banking™*, now in its 22nd year, which celebrates and advances the contributions of women leaders across the industry.

About Community First Credit Union

Community First Credit Union is a member-owned financial cooperative with \$6 billion in assets and 25 full-service branches. CFCU's 632 employees deliver financial and investment services to over 159,000 member-owners throughout Northeastern Wisconsin.

About American Banker

American Banker is the essential resource for senior executives in banking and financial services, keeping its users updated on vital developments and focusing sharply on their most important concerns — innovation, transformation and disruption; technology, regulation and reform. Financial industry professionals turn to American Banker every day and throughout the day to stay maximally informed — drilling down on complex issues, keeping up with breaking news and downloading research and data.