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FOR IMMEDIATE RELEASE

Fox Communities Credit Union Welcomes Romi Norton as Director of Marketing

APPLETON, Wis. (October 1, 2025) – Romi Norton has joined Fox Communities Credit Union as their new Director of Marketing. The Director of Marketing is responsible for the direct oversight of design and digital marketing operations, implementation of promotions, advertising and brand management, and oversight of day-to-day marketing activities. This includes all activities related to the conceptualization and implementation of market strategy and achieving marketing targets that are aligned with the credit union mission and strategic plan. Additional responsibilities include researching and implementing strategic marketing plans, market research and planning, and product development, in conjunction with the Business Intelligence team.

Previously, Norton served as Strategic Marketing and Communications Manager at Network Health, worked as an independent contractor in the role of Creative Project Manager at Thrivent, and held the position of Executive Director at Homestead Solutions. She holds a Double Major in Marketing and Business Management from Upper Iowa University.

“I’m thrilled to join the Fox Communities Credit Union team and contribute to an organization that truly puts people first. Supporting our members through financial education and helping strengthen our communities align perfectly with my values and passion for making a meaningful impact.” says Norton.

With over 85 years of experience, Fox Communities Credit Union proudly serves more than 130,000 members across 22 locations. As a member-owned financial institution, Fox prioritizes people over profits, ensuring members receive exceptional service and support. With a dedicated team of over 480 professionals and assets exceeding \$3 billion, Fox is well-equipped to meet the financial needs of members. Fox is a Gold-Certified Fox Cities Employee Friendly Workplace. In 2024, Fox was recognized as the Green Bay Chamber’s Next Generation Best Place to Work was named Community Partner of the Year from Fox Cities Habitat for Humanity. In the 2025 Community Choice Awards, Fox was voted Best Credit Union in the Fox Cities, Best Financial Planning in Green Bay, Oshkosh & Lakeshore.

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