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FOR IMMEDIATE RELEASE

Fox Communities Credit Union Announces Sara Peterson as VP of Financial Planning & Data Analysis

APPLETON, Wis. (February 2026) – Fox Communities Credit Union has promoted Sara Peterson to VP of Financial Planning & Data Analysis. Peterson joined Fox in 2019 as a Financial Analyst and advanced to Senior Financial Analyst in 2022. In 2023, she was promoted to AVP of Financial Planning & Analysis.

The VP of Financial Planning & Data Analysis provides strategic leadership across the financial planning and data analytics functions. This role also oversees budgeting, forecasting, financial and operational analytics, and performance analysis while also leading the credit union's data analytics initiatives to support strategic decision-making. The VP ensures alignment with Fox's mission, vision, and goals, delivering actionable insights that drive profitability, operational efficiency, and member value.

"I am pleased to take on the role of Vice President of Financial Planning & Data Analysis. Partnering with such an exceptional team of finance and data professionals is a privilege I deeply value. I am committed to elevating our financial planning and analysis function and championing the delivery of trusted, actionable insights that drive meaningful impact for Fox," said Peterson.

With over 88 years of experience, Fox Communities Credit Union proudly serves more than 139,000 members across 23 Wisconsin 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 500 professionals and assets exceeding \$3 billion, Fox is well-equipped to meet the financial needs of members. Fox is featured as one of Wisconsin's Leading Credit Unions in Forbes and Fortune. The 2025 Community Choice Awards voted Fox Best Credit Union in the Fox Cities and the Best in Financial Planning in Green Bay and Oshkosh. Fox is also a Gold-Certified Fox Cities Employee Friendly Workplace and is recognized as a top workplace and community partner by several respected organizations. Learn more about the Fox difference at foxcu.org.

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