



FOR IMMEDIATE RELEASE
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VERVE NAMES JAMIE VAN WAGONER AVP OF EXPERIENCE & GROWTH - DIGITAL BRANCH

OSHKOSH, Wisconsin (March 24, 2025) — Verve, a Credit Union, has named Jamie Van Wagoner Assistant Vice President of Experience & Growth – Digital Branch. In this role, Van Wagoner will lead Verve’s Digital Branch, overseeing video tellers, phone service and sales, chat, and video banking.

Van Wagoner will be responsible for delivering a consistent, high-quality member experience across all remote channels, driving digital growth, and ensuring operational excellence as Verve continues to evolve how members engage with the credit union.

“Jamie’s leadership and deep experience in digital banking make her a strong addition to our team,” said Mitch Kime, Chief Growth Officer at Verve. “As member expectations continue to evolve, her ability to lead teams, scale digital solutions, and deliver exceptional experiences across remote channels will play a key role in Verve’s continued growth.”

Van Wagoner brings more than ten years of leadership experience in financial services, with expertise spanning retail banking, consumer and commercial loan operations, treasury management, and technology-enabled teams. Most recently, she has led technology-focused teams that partner closely with business leaders to translate enterprise strategy into digital-first execution, with a strong emphasis on consumer lending and the digital member experience.

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Van Wagoner holds a Master of Business Administration from Carroll University and a bachelor's degree in Management and Human Resources from Park University.

About Verve, a Credit Union

Founded in 1937, Verve, a Credit Union, is a member-owned, not-for-profit financial cooperative with more than \$1.6 billion in assets and serves close to 65,000 members at 20 locations. Membership is open to anyone who lives, works, or worships in 23 counties throughout Wisconsin, Illinois, and Minnesota. Membership is also open nationwide through ACC membership. Federally insured by NCUA. Visit www.verveacu.com for more information.

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Attached Image: Jamie_Van_Wagoner.jpg