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**FOR IMMEDIATE RELEASE**

## **Community First CU welcomes new Chief Operations Officer**

Community First has hired Heather Lally-Voigt, an award-winning credit union executive with 29 years of industry experience, as Chief Operations Officer.

Lally-Voigt joins Community First following 23 years with Chicago-based Alliant Credit Union, where she served as Vice President of Operations, Deposits & Payment Strategy for the \$12.5 billion institution.

“Heather was the ideal candidate for this new role because of her extensive credit union background and expertise,” said President/CEO Cathie Tierney. “She is a true servant-leader with a passion for the cooperative movement, and I am confident that she will be a remarkable leader for our



credit union, our members and the communities we serve.”

In her role as COO, Lally-Voigt will lead the branch and member contact center operations, deposit operations, treasury management, payment strategy, document imaging, fraud and quality review teams.

“Community First is well-respected in the credit union industry and a model of its ‘people helping people’ philosophy,” Lally-Voigt said. “I am excited to join the team and contribute to their already strong commitment of giving back to their members and communities.”

Lally-Voigt holds a Business Administration degree from DePaul University, an MBA from Benedictine University and is a certified Six Sigma Black Belt and a Gallup Strengths Coach.

She is very active in the credit union movement on a national level, currently serving as Vice Chair of Credit Union National Association (CUNA) Councils Executive Committee. Heather is also a member and immediate past chair of the CUNA Operations & Member Experience Executive Council. She was the 2013 recipient of the prestigious Credit Union Times Trailblazer Award.

*Community First Credit Union is a member-owned financial cooperative with \$4.6 billion in assets and 26 full-service branches. CFCU’s 560 employees deliver financial, investment and insurance services to more than 146,000 member-owners throughout Northeastern Wisconsin.*

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