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## **FOR IMMEDIATE RELEASE**

### **Fox Communities Credit Union Welcomes Adam Hatlak – New Vice President of Marketing Analytics & Strategy**

APPLETON, Wis. (January 14, 2025) – Adam Hatlak has joined Fox Communities Credit Union as their new Vice President of Marketing Analytics & Strategy. This newly created position will provide leadership for the Digital Marketing Team. In this role, Hatlak is responsible for building out digital and targeted marketing strategies. Virtual member acquisition and engagement will be a key focus area.

Previously, Adam served in various marketing and analytics roles at Miller Electric, and prior to that he worked at Nielsen. Hatlak’s educational background includes a Bachelor of Arts degree in Communication from Ripon College in 2010.

“Prior to meeting with leadership, I already knew about Fox’s commitment to its members and strong reputation in the community, but after getting to learn more about the organization, I found how strong the culture is here. I can’t wait to get working on helping expand Fox’s strengths and relationships within the community,” said Adam.

*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 460 professionals and assets exceeding \$3 billion, Fox is well-equipped to meet the financial needs of members. Fox was recognized as the #1 Best Credit Union in Appleton and Oshkosh in the 2024 "Best of" Community Choice Awards. Fox is also a Gold-Certified Fox Cities Employee Friendly Workplace.*

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