



**FOR IMMEDIATE RELEASE**

October 13, 2021

**FOR MORE INFORMATION, PLEASE CONTACT:**

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**Redwood Credit Union Welcomes Dory Haessler  
as Vice President/Executive Office Liaison**

*Haessler to act as primary contact for matters pertaining to the executive office*

**Santa Rosa, Calif.** – Redwood Credit Union (RCU) welcomes Dory Haessler to its executive team as vice president/executive office liaison. In this newly created role, Haessler will provide executive support to RCU president & CEO Brett Martinez, the board of directors, the executive officers, and the senior leadership team.

As the primary point of contact for internal and external communications, Haessler's responsibilities include coordinating executive outreach and external relations, overseeing special projects, and ensuring efficient communications and workflow for the executive team.

A dynamic administrative professional, Haessler is accustomed to working in highly complex, people-oriented positions. She comes to RCU following 13 years of varied leadership positions with Kaiser Permanente, most recently serving as chief of staff to the senior vice president/area manager and as interim public affairs manager. Her expertise with high-level administrative support includes oversight for strategic projects, marketing and advertising, communications, performance management, and special events.

"Dory's skills and background are a perfect match for this key new position," said Brett Martinez, president & CEO of Redwood Credit Union. "She brings a wealth of multi-channel expertise to support our executive team, and I look forward to working together on RCU's executive projects and initiatives."

Prior to working for Kaiser Permanente, Haessler served as public relations assistant at Santa Rosa Junior College, was an Education Abroad Program advisor at University of California, Santa Barbara, and worked as a CalWORKS case manager with the Santa Barbara County Department of Social Services.

Haessler holds a Master of Public Administration degree from the University of San Francisco and bachelor's degrees with honors in psychology and law & society from the University of California, Santa Barbara. She shares RCU's commitment to community and has served on the Santa Rosa Metro Chamber of Commerce as an Advocacy Council member since 2017.

**About Redwood Credit Union**

Founded in 1950, Redwood Credit Union is a full-service financial institution providing personal and business banking to consumers and businesses in the North Bay and San Francisco. RCU offers complete financial services including checking and savings accounts, auto and [home loans](#), credit cards, online and mobile banking, business services, commercial and SBA lending, and more. Wealth management and investment services are available through CUSO Financial Services L.P., and insurance and auto-purchasing services are also offered through RCU Services Group (RCU's wholly owned subsidiary). RCU has more than \$6.8 billion in assets and serves more than 385,000 members with full-service branches from San Francisco to Ukiah. For more information, call 1 (800) 479-7928, visit [redwoodcu.org](http://redwoodcu.org), or follow RCU on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#) for news and updates.

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