

FOR IMMEDIATE RELEASE CONTACT: Robin Lorenzen

WITH PHOTOS 978-323-3226

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**Jeanne D’Arc Credit Union Names**

**SVP & Chief Marketing Officer and AVP - Community Engagement Officer.**

**LOWELL, MA** – Mark S. Cochran, President and Chief Executive Officer of Jeanne D’Arc Credit Union, is pleased to announce the promotions of Robin Lorenzen to Senior Vice President and Chief Marketing Officer, and Alison Hughes to Assistant Vice President - Community Engagement Officer.

**Robin Lorenzen** joined Jeanne D’Arc in 2019 as Marketing Director and was promoted to Vice President of Marketing and Financial Education soon after. Since joining Jeanne D’Arc, she has implemented new marketing strategies, launched a website redesign, introduced marketing automation, and expanded digital marketing efforts. She has also taken a lead role in the Credit Union’s strategic planning. In her role as Senior Vice President – Chief Marketing Officer, Robin will continue to oversee marketing and financial education, including the three high school branches, and will oversee Community Engagement and the We Share A Common Thread Foundation.

Robin brings an extensive marketing background having spent 28 years working in media, where she served as Vice President of Marketing for 19 years. Robin is a 2020 graduate of Public Matters. She is a graduate of Framingham State College and lives in Medway, MA with her husband and two daughters.

**Alison Hughes** has been promoted to Assistant Vice President - Community Engagement Officer. Alison joined the Credit Union in 2017 and has been heavily involved with hundreds of local non-profits in the Greater Lowell area. She is the driving force behind the We Share a Common Thread Annual Fundraiser where under her leadership the fundraiser continues to grow donations year after year and donating those funds back to local nonprofit organizations.

Alison prides herself on creating local partnerships and developing and maintaining Jeanne D’Arc’s community giving. She has created many initiatives and partnerships such as the “Smile Station” for Lowell General Hospital, “Reading with Rowdy”, and the TEAM 2020 fundraiser. Alison is a 2019 graduate of Public Matters.

Alison is a George Washington University alum and currently resides in Dracut, MA with her three children where she served on Dracut’s Board of Selectmen from 2014-2020.

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**About Jeanne D’Arc Credit Union:**

Jeanne D’Arc Credit Union was established in 1912 and is a full-service, community-based financial cooperative. Locally owned by 93,000 members with $1.7 billion in assets, Jeanne D’Arc operates eight full-service branches in Lowell, Dracut (2), Tyngsboro, Chelmsford, Methuen and Westford, Massachusetts and Nashua, New Hampshire; high-school branches at Lowell High, Dracut High, and Nashua High School South; a loan center in Lowell; and a mortgage center in Chelmsford.

 Robin Lorenzen, Senior Vice President and Chief Marketing Officer

 Alison Hughes, Assistant Vice President - Community Engagement Officer