#### ALM First Promotes Brittany Rollek to Managing Director, Client Experience

#### For Immediate Release:  January 11, 2022 Contact: Sharon Simpson, (240) 620-4095 or [sgsimpsonconsulting@mac.com](mailto:sgsimpsonconsulting@mac.com)

A close-up of a person smiling

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**Dallas, Texas** – ALM First, a strategic partner offering unbiased advice to depositories nationwide, recently announced the promotion of Brittany Rollek to Managing Director of Client Experience. Since joining the firm in 2013, Brittany has excelled in each of the progressively challenging roles she's taken on. Initially serving as an analyst, Brittany began managing ALM First’s modeling team/analyst group before tackling dual roles as Director, Advisory Services and Product Manager for the firm’s Employee Benefits Pre-Funding Plan & Charitable Donation Account solutions.

As ALM First evolves and seeks to fulfill its mission to provide world-class ALM, valuation and investment advisory services for their clients, the firm’s senior leaders identified the opportunity to create a new Client Experience role. The new Managing Director will identify client needs, utilize a first-hand understanding of depository challenges, seek ways to proactively solve problems, and create consistency throughout the client experience. Brittany’s unique expertise made her the ideal candidate to fill this newly created role.

Brittany's direct experience developing holistic partnerships with clients will inform ALM First’s marketing efforts and enhance the client experience. From optimizing communications to enhancing ongoing support resources, Brittany's skills and knowledge will help drive the firm’s marketing team forward in a new way. She will also continue leading the charge in Employee Benefits Pre-Funding and Charitable Donation Accounts as ALM First’s resident product owner.

“We’re thrilled to recognize Brittany’s contributions to our team and officially welcome her to this new role,” says Emily Hollis, CFA and CEO of ALM First. “Everything we do as a firm is for the benefit of our clients. Brittany’s skills and expertise will help us ensure we’re continually enhancing their experiences with us.”

**About ALM First**

ALM First is a strategic partner for depositories, offering an array of financial advisory services. Since 1995, our expertise in asset/liability management, fixed income portfolio management and hedging, has allowed us to deliver deeper insights into financial institutions’ balance sheets, strengthening their financial performance and building efficiencies. With more than $67 billion of investments under management (as of December 31, 2021), ALM First Financial Advisors is an SEC-registered investment advisor, acting as an unbiased third party, offering commission-free, fee-based services to over 300 financial institutions across the country.

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