#### ALM First Expands Strategic Solutions Group with Targeted Communication Services

#### For Immediate Release:  September 6, 2022 Contact: Sharon Simpson, (240) 620-4095 or [sgsimpsonconsulting@mac.com](mailto:sgsimpsonconsulting@mac.com)

**Dallas, Texas** – ALM First is adding targeted communication services to the firm’s expanding strategic solutions. With the addition of Jessica Richardson-Isenegger as Managing Director, Strategic Solutions Group, the firm’s well-known M&A Advisory & Valuation Services and other strategic solutions will be complemented by targeted communication, PR, and marketing services.

“Everything we do at ALM First is focused on our clients’ best interests,” said Emily Hollis, CFA and CEO of ALM First. “As we’ve seen M&A and other activities that require strategic communications increase, our team and our offerings have expanded to keep up with those growing client needs.”

ALM First and Richardson-Isenegger previously partnered on several joint educational sessions and mutual client engagements. Prior to joining ALM First, Richardson-Isenegger was a founding member of Infusion Group and led marketing teams at several credit unions. Her experience developing and executing successful communication strategies can help alleviate pressure on internal marketing teams during mergers and more.

“ALM First is a trusted partner that helps hundreds of institutions achieve their strategic goals, from effectively navigating mergers to optimizing their balance sheets,” said Richardson-Isenegger. “I’m thrilled to be part of this growing team and look forward to assisting with the strategic communication services that are critical for long-term success.”

To learn more about the strategic growth solutions ALM First provides, interested credit unions should contact [info@almfirst.com](mailto:info@almfirst.com).

**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 $77 billion of investments under management (as of June 30, 2022), 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.

“ALM First” is a brand name for a financial services business conducted by ALM First Group, LLC (“ALM First”) through its wholly owned subsidiaries: ALM First Financial Advisors, LLC (“ALM First Financial Advisors”); ALM First Advisors, LLC (“ALM First Advisors”); and ALM First Analytics, LLC (“ALM First Analytics”). Investment advisory services are offered through ALM First Financial Advisors, an SEC registered investment adviser. Access to ALM First Financial Advisors is only available to clients pursuant to an Investment Advisory Agreement and acceptance of ALM First Financial Advisors’ Brochure.

The content in this message is provided for informational purposes and should not be relied upon as recommendations or financial planning advice. We encourage you to seek personalized advice from qualified professionals regarding all personal finance issues.

#