***FOR IMMEDIATE RELEASE***

*CONTACT:*

*Julie Woloszyn, PCM, CWCUL*

*Marketing Manager*

*Corporate Central Credit Union*

*(414) 425-5555*

**Heather Ristow, CCUE Rejoins Corporate Central as Senior Vice President/Chief Experience Officer**

**MILWAUKEE, WI – September 5, 2023** – Corporate Central is pleased to announce Heather Ristow, CCUE has rejoined the organization as Senior Vice President/Chief Experience Officer. Ristow has over 20 years of experience in banking and financial services including a previous role at Corporate Central as a Relationship Development Officer.

In this member focused leadership position, Ristow will create an inviting member experience by playing a pivotal role in ensuring excellence within the entire organization by managing the member journey, while helping shape the employee journey with exceptional quality products and services. She will serve as a member ambassador, connecting the corporate with members, improving member relations, and contributing to business growth. She will work closely with the leadership team to improve processes and systems/software utilization, while investigating and driving new technologies, new products, and new opportunities to bring to market.

Heather Ristow, CCUE SVP/Chief Experience Officer. [Read her full biography](https://www.corpcu.com/About-Us/People/Our-Team).

“Over the past several years, with the development and launch of our member platform, Beastro, Corporate Central has been on an extraordinary journey that has allowed us to achieve new levels of creativity, innovation, and collaboration,” said Chris Felton, President/CEO. “Now, we are focused more than ever on using this ever-evolving technology to live and breathe our mission of people helping people. With Heather’s remarkable leadership and visionary approach, I am confident in her ability to lead our efforts to further elevate the member experience. I have known Heather for over 15 years, and I can tell you that she is simply a delightful, genuine person that lives and breathes credit unions. We are delighted to have her join our team.”

Ristow’s diverse background includes her most recent role as Senior Vice President of Marketing at Connexus Credit Union and her prior position as Chief Operating Officer at Heritage Credit Union, where she oversaw several teams, optimized operations, and executed strategic plans. Before her role at Heritage, Ristow held positions Fort Community Credit Union, Corporate Central Credit Union, and St. Mary’s & Affiliates Credit Union progressively growing her expertise and contributions in the credit union industry. For the past 10 years, Ristow has been actively involved as a lead trustee for non-profit organizations, granting endowment funds and significantly impacting their missions and causes.

Ristow’s educational background includes earning a bachelor’s degree in Finance from the University of Wisconsin-Whitewater and obtaining the prestigious Certified Credit Union Executive (CCUE) designation from the University of Wisconsin-Madison's CUNA Management School in 2015.

“Coming back to Corporate Central holds a special place in my heart, as it was here that my passion for credit unions truly ignited,” Ristow stated. “I am excited to reunite with my previous co-workers and to have the opportunity to work alongside an amazing leadership team and Board of Directors, each of whom brings a wealth of experience and dedication to our mission and vision of people-helping-people. The future of Corporate Central is already shining bright, and I am thrilled to partner with credit unions across the country, using my skills to drive transformative experiences for our members and partners, and collectively propelling the credit union movement to new heights.”

Outside of work, Ristow, along with her husband and two children, are avid travelers and enjoy exploring new places, golfing, and hiking. With a heart for service, she actively volunteers at local food pantries, providing support and assistance to those in need.

Read more about [Corporate Central’s team](https://www.corpcu.com/About-Us/People/Our-Team).

**Helping Members to be *Wildly* Successful**

**About Corporate Central Credit Union**

*Corporate Central Credit Union is a federally insured financial cooperative built on the values of commitment to service, fiscal responsibility, and respect for the individual. We cultivate a culture of respect, ethics, teamwork, and innovation. We are "Helping Members to be Wildly Successful" by delivering industry knowledge and expertise to help credit unions achieve their strategic objectives and compete in today’s evolving financial services industry. We are motivated to passionately serve our members and strive to learn, create, and innovate daily. Please visit* [*corpcu.com*](http://www.corpcu.com) *to learn more, and follow us on* [*Facebook*](https://www.facebook.com/CorporateCentral)*,* [*LinkedIn*](https://www.linkedin.com/company/517350/)*,* [*Twitter*](https://twitter.com/CorpCU)*, and* [*YouTube*](https://www.youtube.com/channel/UCLt6UMRaRkpGF-qWWx8T94w)*.*