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**Corporate Central Welcomes Mari Sommer as Marketing and Events Coordinator**

**MILWAUKEE, WI – April 29, 2024** – Corporate Central proudly welcomes Mari Sommer as the newest addition to its team, assuming the role of Marketing and Events Coordinator. With a commitment to elevating the Corporate Central brand, Sommer brings her experience with strategic marketing and dynamic event coordination to the forefront.

Sommer’s responsibilities will encompass a pivotal role in shaping Corporate Central’s identity through innovative marketing initiatives and seamless event execution. Collaborating closely with the marketing team, she will craft compelling email marketing and social media campaigns tailored to resonate with the credit union’s diverse audience. Her meticulous attention to detail and exceptional organizational skills will ensure that each event reflects the professionalism and integrity synonymous with Corporate Central.

“As our marketing team grows, we couldn't be more excited to welcome Mari as our new Marketing and Events Coordinator,” said Julie Woloszyn, PCM, CWCUL, CCUFC, Marketing Manager. “Her passion for marketing, coupled with her self-starting attitude and appreciation for teamwork, aligns perfectly with our values. With her eagerness to learn and contribute, we are confident her energy and ideas will undoubtedly propel us forward."

Mari Sommer, Marketing and Events Coordinator. Read her [full biography](https://www.corpcu.com/About-Us/People/Our-Team?utm_source=Callahan&utm_medium=press_release&utm_campaign=2024_04_Sommers_New_Hire).

Sommer’s journey to Corporate Central began at the University of Wisconsin-La Crosse, where she earned her bachelor's degree in Marketing alongside a Digital Media Studies & Design Minor. Following graduation, she honed her skills as a Marketing Brand Manager, excelling as a one-person team for over a year.

“I am excited to work at Corporate Central because of the team culture and the company values,” expressed Sommer. “I am proud to join an organization that values and prioritizes its employees and impacts so many lives, knowing my work has been a part of that impact.”

Beyond her professional pursuits, Sommer is an avid fitness enthusiast. Whether lifting weights, hitting the trails for a run, or exploring new fitness classes, she embraces the challenge with enthusiasm. Her competitive spirit extends to participating in races, with her sights set on conquering a triathlon in the near future. When not pursuing her fitness goals, Sommer finds solace in the outdoors, indulging in activities like hiking, skiing, and camping. Her close bond with family, including daily video calls to see her beloved dogs back home, underscores her appreciation for life's simple joys.

**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)*.*