



FOR MORE INFORMATION PLEASE CONTACT:

Redwood Credit Union Public Relations Department

[\(707\) 576-5224](tel:7075765224) / PR@redwoodcu.org

Kristen Mahlmann Promoted to Chief Financial Officer At Redwood Credit Union

June 12, 2024, Santa Rosa, CA – Kristen Mahlmann has been promoted to chief financial officer for Redwood Credit Union. In her new role, Mahlmann will lead the company’s accounting and finance operations, employee relations, educational development, and employee engagement teams, and oversee strategy for the organization. In addition, the North Bay Business Journal recently included Mahlmann in their Influential Women Awards for 2024, recognizing her as an outstanding local professional who demonstrates exemplary leadership and community involvement.

Mahlmann joined RCU in 2019 as senior vice president of accounting and finance. In 2023 she was promoted to senior vice president of people and strategy, for leading the planning and execution of RCU’s corporate strategies, as well as overseeing employee relations and engagement functions, including human resources, talent acquisition, training and development, and culture.

“Kristen has proven to be an innovative leader who adapts quickly to change, demonstrates tremendous resilience, and genuinely believes in the credit union philosophy of people helping people,” said Brett Martinez, President and CEO of RCU. “She’s had a significant positive impact on our team and our strategies, and I’m confident she will excel in her new role.”

Mahlmann earned an MBA from the University of California, Los Angeles Anderson School of Management, and graduated with high honors from Western CUNA Management School, an intensive credit union industry management curriculum.

Ron Felder, who previously held the role, will now become RCU’s Chief Lending Officer, leading the credit union’s lending areas, including mortgage and consumer lending, lending operations and systems, financial assistance, and loan servicing.

About Redwood Credit Union

Founded in 1950, Redwood Credit Union is a full-service financial institution providing personal and business banking to consumers and businesses in the North Bay and San Francisco. With a mission to passionately serve the best interests of its Members, team members, and communities, RCU delivers many ways for its Members to save and build money through checking and savings accounts, auto and home loans, credit cards, digital banking, business services, commercial and SBA lending, and more. Wealth management and investment services are available through CUSO Financial Services L.P., and [insurance](#) and [auto-purchasing](#) services are also offered through RCU Services Group (RCU’s wholly owned subsidiary). RCU has more than \$8 billion in

assets and serves more than 465,000 members with full-service branches from San Francisco to Ukiah. For more information, call 1 (800) 479-7928, visit [redwoodcu.org](https://www.redwoodcu.org), or follow RCU on [Facebook](#), [Instagram](#), [X](#), and [LinkedIn](#) for news and updates.

###