***FOR IMMEDIATE RELEASE***

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**Corporate Central Announces Promotion of Shannon Cate to Newly Created Member Experience Role**

**MILWAUKEE, WI – July 15, 2024** – Corporate Central is thrilled to announce that Shannon Cate, NCP, CCUFC, has been promoted to Director of Member Experience. Cate has been a dedicated and invaluable member of the Corporate Central team for almost ten years, most recently serving as Manager Member Services for the past year. Her unwavering commitment to member service excellence, coupled with her exceptional organizational skills, has made her an indispensable asset to the organization. In her new role, she will enhance the member experience by reinvesting in products and services, assessing the needs of credit unions, and fostering key relationships.

Shannon Cate, NCP, CCUFC, Director of Member Experience. [Read her full biography](https://www.corpcu.com/About-Us/People/Our-Team?utm_source=Callahan&utm_medium=press_release&utm_campaign=202407_Cate_Promotion).

Cate’s key responsibilities will include refining internal touchpoints, implementing member feedback-driven strategies, overseeing projects for continuous improvement, and collaborating with leadership to ensure a consistent member experience. Operational support is emphasized, including coordinating new service implementations, managing corporate cash services, member mergers, core conversion projects, and introducing new credit union leadership to Corporate Central contacts.

Cate expressed enthusiasm for the new role stating, "Changes in this industry are inevitable and I am so excited to have the opportunity to work directly with our members to help navigate these changes and help bear the weight of challenges. It brings me immense joy to be able to support, encourage, and guide our members.”

Stephanie Schmidt, AAP, CCUE, CUDE, CWCUL, CCCM, CCUFC, Vice President Member Services, stated, "Shannon has a unique gift for member service excellence. She is a tireless advocate for our members and embodies the core values of Corporate Central every day. We are confident that in her new role, Shannon will continue to make significant contributions to our organization and the credit unions we serve."

Heather Ristow, CCUE, Senior Vice President / Chief Experience Officer, also shared her excitement stating, "We are thrilled to have Shannon step into this pivotal role. With Shannon, our members, teammates, and partners are in great hands, and we look forward to seeing the positive impact she will undoubtedly have in this new capacity."

Outside of work, Cate enjoys spending time with her husband and daughter, watching documentaries, and planning trips to Disney.

**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)*.*