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ALTRA PROMOTES CHERYL DUTTON TO SENIOR VICE PRESIDENT, CHIEF MARKETING OFFICER

January 4, 2022 – Altra Federal Credit Union is happy to announce the promotion of Cheryl Dutton to Senior Vice President, Chief Marketing Officer.

Dutton joined the Credit Union in 2012 and has since led an award-winning team that has enhanced Altra’s brand awareness throughout their core markets and become an organization known for giving back to the community.

“Cheryl has elevated Altra’s profile to become top-of-mind when choosing a financial institution,” said Steve Koenen, President and CEO for Altra Federal Credit Union. “Under her guidance, we will continue to grow the Altra brand and make positive contributions to the communities and members we serve.”

In addition to Altra’s marketing and community relations efforts, in her new role, Dutton will champion Altra Financial Advisors and be responsible for overseeing Altra’s advocacy efforts and industry-leading member experience team.

She received a bachelor’s degree in Marketing from the University of Wisconsin – La Crosse and is an active member of the community serving most recently on the Great Rivers United Way Board of Directors. Dutton and her husband, Joe, reside in West Salem. In her spare time, she enjoys spending time with family and friends and traveling.



ABOUT ALTRA

Altra Federal Credit Union has made members a fundamental part of its vision since 1931. Over the years, that focus has seen the credit union grow into a leading financial institution with over \$2.2 billion in assets and more than 125,000 members worldwide.

Both not-for-profit and member owned, Altra’s mission is to create member loyalty by providing products, services and guidance that enable our members, staff, and communities to prosper. In addition to banking services conveniently available through online, chat, mobile, or phone options, Altra offers a full range of financial services, from personal and business to lending and investments.

To learn more visit www.altra.org.