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ALTRA PROMOTES KELLEY TO AVP – RETAIL STRATEGY

January, 2024 – Chris Kelley has been with Altra for over 13 years when he began as a Member Relations Specialist. His most recent role was as Retail Strategy Manager.

“Chris has utilized strategic analysis to develop policies and procedures that assist our employees in enhancing the member experience,” said Dan Schwaab, Executive VP of Retail Operations at Altra. “We are excited for that work to continue as he takes on this new role.”

Kelley will be responsible for facilitating Altra’s retail lending, deposit, and sales activities. In addition, he will analyze and develop business insight as it relates to market growth opportunities and trends within the Credit Union and Retail Operations framework.

Kelley has a Bachelor of Science in Marketing and a Master of Business Administration from the University of Wisconsin – La Crosse. He serves on the Client Advisory Board for SWBC. Chris lives in Holmen with his wife, Stephanie, and their two children. In his spare time, he likes to spend time with family & friends, attend Packers games, and enjoy the outdoors.



ABOUT ALTRA

Altra Federal Credit Union is a nationwide, full-service cooperative financial institution with over 146,000 members and \$2.8 billion in assets. They currently have 16 locations in seven states. Altra was founded in 1931 as Trane Federal Credit Union and is headquartered in Onalaska, WI.

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.

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