



PRESS RELEASE

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BRENDA KNUTSON PROMOTED TO PREVAIL BANK LEADERSHIP TEAM

Prevail Bank is pleased to announce that Brenda Knutson has been promoted to Marketing Manager. She brings 30 years of management experience, including 12 years in the banking industry and 8 years in direct marketing experience to the position.

“We are excited to have Brenda in this role,” said David Johns, Chief Retail Officer for Prevail Bank. “Brenda brings decades of marketing, management, and banking experience to the role. She has outstanding organizational and communications skills, plus a unique sensitivity to the needs and priorities of the customer.”

As Marketing Manager, Knutson will be responsible for overseeing the company’s marketing campaigns both internally and externally, and plays a key part in communicating the organization’s marketing message. She will coordinate collaborations and synergies between the marketing department, bank management, and other departments to develop marketing programs and strategies to fulfill bank objectives, oversee all aspects of digital and traditional marketing, in addition to the technologies associated with the digital experience and customer experience/satisfaction.

“I have always believed that a person needs to work where they can make a difference, and Prevail Bank truly allows that,” said Brenda Knutson, Prevail Bank Marketing Manager. “Their strong belief in building relationships, putting people first, and finding the best solutions for their customers makes it a place you can be proud of. I hope to continue to help expand the bank’s digital offerings and convenience to its customers, and help reach even more people with the continued growth of Prevail Bank.”

Knutson started her career at Prevail Bank as a Branch Manager in 2020. She’s actively involved with Big Brothers Big Sisters (She’s a Big Sister), Junior Achievement, HALED (Hmong American Leadership & Economic Development), Youth Apprenticeship, and Workforce Development through the Eau Claire Chamber of Commerce. In her free time, she spends it with her family of four and two puppies. She enjoys cabin time, crafting, and being creative.

Prevail Bank is a federally chartered savings bank founded in 1934 with locations in Baraboo, Eau Claire, Marshfield, Medford, Owen, Phillips, Stevens Point, Wausau and Wisconsin Rapids.



Brenda Knutson, Prevail Bank Marketing Manager

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