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For Immediate Release

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Cynthia H. Hamann Hired as Vice President Brand Awareness For Reliant Community Credit Union

SODUS, N.Y., June 7, 2018 — Reliant Community Credit Union recently announced that Cynthia H. Hamann has been hired as Vice President Brand Awareness at the credit union. Ms. Hamann comes to Reliant with a wealth of experience, having worked previously for Xerox Corporation, and most recently as Manager, Marketing Communications at Dematic Retrotech.

In her role at Dematic Retrotech, Ms. Hamann was responsible for the effective development, management, and execution of all marketing and business development strategic initiatives, and for providing collaborative strategic sales assistance to a multi-channel sales team.

In her position at Reliant, Ms. Hamann is responsible for the development of Reliant’s marketing and brand awareness strategies, and ensuring a consistent brand with all credit union communications. She promotes the value of Reliant membership to members and potential members through various marketing channels, and is responsible for overseeing market research and competitive analysis.

About her new role, Ms. Hamann said, “I’m hoping to convey the positive impacts credit unions have on their members, as well as how Reliant connects with our communities. With marketing, community relations, and business development all working together, we can ensure all audiences understand the benefits of Reliant membership.”

Ms. Hamann has a bachelor’s degree in marketing and computer graphic design from the Rochester Institute of Technology. She has been a volunteer for the Junior Achievement of Central Upstate New York, on their JA Titan Program. Ms. Hamann lives in Victor, and in her spare time, she enjoys attending soccer games and bowling tournaments for her two teenage boys. Cynthia believes that telling them “I love to watch you play” is the best phrase to help motivate and show encouragement, even on those days where the score board doesn’t go in their favor.

Reliant Community Credit Union, which began locally in 1970, is a \$433 million credit union serving more than 40,000 members. Eligibility is available to all who live, work, worship, attend school, or volunteer in Monroe, Ontario, and Wayne counties. Reliant currently has branches in Brockport, Canandaigua, Geneva, Henrietta, Irondequoit, Macedon, Newark, Sodus, and Webster. A full-service financial institution, Reliant offers a complete range of financial products and services, including mortgages. For information regarding membership or employment, contact the credit union at 800-724-9282 or visit reliantcu.com.



Cynthia H. Hamann