

February 26, 2024

Park City Credit Union Announces Promotion of Melissa Wrycha to Chief Experience Officer (CXO)

MERRILL, WISC. –

Park City Credit Union, a local financial institution serving 10 counties in northern Wisconsin, is pleased to announce Melissa Wrycha has been promoted to Chief Experience Officer (CXO) for the \$350M financial institution. Wrycha has been with Park City since 2012 and has over 20 years of experience in banking and financial services.

Wrycha has played a critical role in Park City Credit Union's expanded member service delivery options over the last several years, including several online and mobile upgrades, enhanced communication options, online account opening, and digital lending experiences. Wrycha's leadership will ensure the exceptional member service that the credit union is known for will continue and that the credit union has products and services that appeal to current and future credit union members. She will work closely with the leadership team to improve processes and systems/software utilization, while investigating and driving new technologies, new products, and new opportunities to launch at the credit union.



Melissa Wrycha, Chief Experience Officer (CXO) of Park City Credit Union.

“As an organization we realize that in order to continue to live and breathe our mission, we must utilize technology and innovation to elevate our member experiences”, said Val Mindak, CEO/President. “With Wrycha's remarkable leadership and visionary approach, I am confident in her ability to continue to lead our efforts to enhance member experiences across in-person and digital channels.”

Wrycha shares, “I am looking forward to continuing to enhance our member's experiences regardless of how they choose to do business with us. I am proud to work with a great leadership team and board of directors, each of whom brings a wealth of experience and dedication, and who support my efforts of creating an exceptional member experience.”

“Driving the mission of “helping our members fulfill their dreams, while serving our communities demands that Park City Credit Union continues to evolve and add additional channels to meet the needs of our growing membership” Mindak shared. “Experience is “everything” and we are focused on bringing our members continued new products and delivery channels to make their lives easier!”

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About Park City Credit Union: Park City Credit Union is a member-owned financial cooperative providing financial services to over 24,000 members who live, work or own land in Forest, Iron, Langlade, Lincoln, Marathon, Oneida, Price, Rusk, Taylor or Vilas counties. To find out more visit www.parkcitycu.org. Park City Credit Union has offices located in Merrill, Tomahawk, Minocqua and Rhinelander.
