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Press Release

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VICE PRESIDENT OF MARKETING, SUSAN MANDARINO PRESENTER AT DIGITAL MARKETING FOR FINANCIAL SERVICES MIDWEST SUMMIT SEPT.18-19 IN CHICAGO, IL

Vicksburg, Miss. - - Mutual Credit Union is excited to recognize our V.P. of Marketing, Susan Mandarino who will be a guest presenter at the [Digital Marketing for Financial Services Midwest Summit September 18-19 in Chicago, IL](#). Susan is the 18th presenter in the lineup on Day One, Wednesday, September 18th to present her case study, ["Humanizing Data & Segmentation for Genuine Results: Going Beyond Digital for Increased Profitability."](#)

[Digital Marketing for Financial Services Midwest Summit](#) was ranked 6th out of 50 by [NGData.com](#) on their list of the "Top Digital Marketing Conferences: 50 Must-Attend Events to Learn the Latest in Data Analytics, Marketing Tech, Trends, & More in 2018." It is the largest and longest-running digital marketing event in financial services. President of Mutual Credit Union, Michael Mathews stated, "We are proud of Susan's selection to present at this year's summit in Chicago, IL."



Susan left the "big city life" behind and relocated to Vicksburg in 2010. She joined the Mutual Credit Union team in 2013 as the VP of Marketing. With more years than she cares to admit in marketing, she states that she "loves that it is always changing and providing new challenges." Susan in her own words is a "perpetual student" and has received degrees from both Tulane University and Arizona State University. She has also received certifications as both a Credit Union Compliance Expert ([CUCE](#)) and as a Certified Credit Union Financial Counselor ([CCUFC](#)).

For more information about Mutual Credit Union please follow [this link](#) to our webpage. For additional questions, please contact the marketing department at marketing@mutualcu.org or by calling (601) 636-7523 ext. 1226.

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