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## **Citizens~Union promotes Curhan to vice president marketing director**

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Citizens~Union Savings Bank has promoted Monica Spach Curhan to the position of first vice president/marketing director.

In this role, she manages the daily activities of the marketing department, identifying market trends and driving strategic initiatives. Her responsibilities include coordinating the integration of marketing between Citizens~Union Savings Bank and the Bank of Fall River, which merged with Citizens~Union as of January 1st.

She first joined Citizens~Union Savings Bank in 2005 as vice president/marketing director.

Prior to joining Citizens~Union, she was vice president of marketing for HarborOne Credit Union, where her responsibilities included quantitative and qualitative market research, profitability analysis and customer segmentation. Prior to that, she was Assistant Vice President and Market Research Manager at CompassBank and Public Relations Specialist at Plymouth Savings Bank.

Curhan holds the Certified Financial Marketing Professional designation from the Institute of Certified Bankers.

She is an active member of the New England Financial Marketing Association, and the Harland North East Users Group.

Curhan is active in the community, serving currently as president of the Shepherd Center of Fall River and as co-chair on the B.M.C Durfee High School Credit for Life Fair Committee. She resides in Mattapoisett, with her family.

The promotion was announced by Citizens~Union Savings Bank CEO and president Nicholas Christ, who said, "Monica's expertise has greatly helped us through a period of growth and transition, between our recent merger and the opening of a new branch, and we look forward to her continued leadership as we expand our presence in Southeastern Massachusetts."

### **About Citizens-Union Savings Bank**

Citizens~Union Savings Bank is a mutually-owned savings bank which was chartered in 1851. Currently, Citizens~Union Savings Bank serves southeastern Massachusetts and Rhode Island, with four locations in Fall River as well as in New Bedford, Seekonk, Somerset, Swansea, and Tiverton, RI. With the recent merger between Citizens~Union and the Bank of Fall River, Citizens~Union Savings Bank has further increased its Fall River presence with two additional locations, in addition to branches in North Dighton and Fairhaven. Citizens~Union Savings Bank offers a wide range of financial services including investment management, trust services, and insurance and brokerage services to consumers and businesses. Its affiliates include Citizens~Union Financial Services, offering stocks, bonds, mutual funds, annuities and college savings plans; and Partners Insurance Group, LLC, an independent agency representing several insurance companies that provide automobile, home, life and business coverage. Nicholas Christ is

the Bank's President and Chief Executive Officer. Main headquarters are at 4 South Main Street, Fall River, MA 02721. For additional information on the Bank or its services, please call 508-678-7641 or visit [www.citizensunionbank.com](http://www.citizensunionbank.com).

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