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BayCoast Bank promotes Lincoln to vice president/marketing

August 09, 2012 - Financial Digest

BayCoast Bank, formerly Citizens~Union Savings Bank, has promoted Susan Lincoln to the position of vice president /marketing. In this role, she is responsible for the management of day to day activities of the bank's marketing department, including the supervision of employees in that department. Having spent her career working in banking, specializing in marketing and retail branch administration, Lincoln joined the bank in July 2010 as a marketing consultant assisting with a wide variety of projects including planning a new branch opening, designing the annual report, and renaming of the bank. Prior to that time, she held the position of executive vice president/retail banking and marketing at South Coastal Bank, vice president/sales at Abington Savings Bank and vice president/deposit marketing at Citizens Bank. She holds a bachelor's degree in Management from UMass Dartmouth and is a graduate of ABA's School of Bank Marketing. She is currently a member of the Board of Directors of New England Financial Marketing Association (NEFMA) and volunteers as a classroom teacher for Junior Achievement. Additionally, she supports a variety of organizations such as SMILES, the American Heart Association and the Avon Walk for Breast Cancer through participation in walk-a-thon fundraising efforts.

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