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Penn Community Bank Names Karen Benedetti Chief Marketing Officer

Financial services marketing professional brings 30 years' experience to Pennsylvania's second-largest mutual bank

DOYLESTOWN, Pa. (April 2019) – [Penn Community Bank](http://penncommunitybank.com), the region's leading independent, mutual bank, is proud to announce that Karen Benedetti has joined the organization as its Chief Marketing Officer.

Holding the title of Executive Vice President at Penn Community Bank, Benedetti brings more than 30 years of marketing experience gained at various financial institutions throughout New England. She spent 12 years directing the marketing department for a \$3 billion global credit union based in Portsmouth, New Hampshire, and she has experience working at regional banks, multi-national banks and community banks. She most recently served as vice president of marketing and community relations for the fastest-growing bank in New Hampshire.

"We are pleased to welcome Karen to the Penn Community Bank executive team," said President and CEO Jeane M. Vidoni. "She brings focused energy and a wealth of experience in strategic planning, integrated marketing, data-driven financial marketing, and community engagement to our team. Perhaps most importantly, Karen understands what it means to be a mutual bank that puts its team members and customers first."

Benedetti has experience creating, implementing and measuring strategic, multi-faceted financial marketing programs that fuel retail and business banking and lending growth. She has developed brand messaging, managed digital marketing and social media campaigns, leveraged strategic sponsorships, marketed new product lines, and served as an organization spokesperson and liaison to the community.

"I am excited to take on this new role in such a vibrant community," said Benedetti. "I look forward to working with the Penn Community Bank management team, marketing professionals, and board of directors to help area residents and businesses meet their

financial goals through our suite of services in banking, lending, insurance and investments.”

Benedetti received a bachelor’s degree in economics from the State University of New York College at Cortland before going on to earn an MBA in finance and information systems from Pace University.

Active in several professional and community organizations over the years, Benedetti is a former board member of the New England Financial Marketing Association. She is past chair of America’s Credit Union Museum National Marketing Committee, and former board secretary of the New Hampshire Military Assistance Foundation and Seacoast Salutes Organization.

About Penn Community: [Penn Community Bank](#) holds nearly \$2 billion in assets, employs more than 325 people, and offers banking, lending, insurance and investments at 24 bank branches and two administrative centers throughout Bucks and Montgomery Counties, Pennsylvania. As an independent, mutual financial institution, Penn Community Bank is not publicly traded and operates with its long-term mission in mind: to help businesses grow and prosper, to provide financial resources to individuals and families throughout their lifetimes, to strengthen the local economy, and to partner with local organizations to act as a catalyst for positive growth in every market it serves.

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