



**For Immediate Release:**  
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## **CUES® Promotes Sand**

**MADISON, Wis.**—CUES is pleased to announce the promotion of Karin Sand, CIE.

Sand is now CUES' vice president/strategic partnerships & solutions. Sand joined CUES in 1999; she has since held several roles within the association, all focusing on helping companies and organizations establish and build business relationships with credit union leaders.

In her new role, Sand assumes leadership of CUES' Strategic Partnerships and Products & Services, along with her Supplier Relations responsibilities.

"During her tenure, Karin has done a great job developing our supplier relationships, resulting in an increase in membership benefits and options. She has also been instrumental in launching new sponsorship opportunities. It is thanks to her dedication to CUES and our supplier members that we've secured the sponsorship support needed to develop recent offerings like CUES' Strategic Innovation Institute and Payments University," said John Pembroke, CUES' president/CEO. "We have an outstanding roster of more than 100 supplier members who see value in connecting with decision makers in the credit union industry.

"In addition, Karin led the development of CUESolutions, our thought leadership offering for business partners," said Pembroke. "Within the first three months of launch, CUNA Mutual Group and DDJ Myers signed on as CUESolutions providers."

To learn more about CUES, visit [cues.org](http://cues.org).

*CUES is a Madison, Wisconsin-based, independent, not-for-profit, international membership association for credit union executives. Our mission is to educate and develop credit union CEOs, directors and future leaders.*

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**Note to Editor:**

Photos attached.

**Caption:**

Karin Sand, CIE, CUES' VP/ Strategic Partnerships & Solutions

