



Graduate School of Banking

at the University of Wisconsin – Madison



KATHY STRASSER

EVP, Chief Operating Officer, IncredibleBank
Wausau, WI

Kathy Strasser is the Chief Operating Officer of IncredibleBank who thrives on building high-performing teams to deliver profitable growth for the business.

A 29-year veteran of the payments industry, Kathy claimed she would never work at bank. In 2015 she joined IncredibleBank, and with her passion for digital technology, five years later has led the bank through a digital transformation, positioning it as a recognized leader in Community Banking.

Kathy has become a powerful influence in the industry. She is an advocate for the ongoing success of community banks by participating on the Independent Community Bankers of America Payments and Operations Committee, the ThinkTECH Accelerator, The Clearing House RTP Business Committee, and Jack Henry Banno Advisory and Payments Advisory Boards.

In 2019, Kathy led the merging of the former River Valley Bank (community bank formed in 1967) and the IncredibleBank Digital Only Brand of River Valley Bank (formed in 2009), into IncredibleBank: America's First Online Community Bank.

As the bank continues to navigate the changing market dynamics, Kathy's voice is instrumental in continuing to help steer long term strategic growth and position IncredibleBank as a national leader in community banking.