



## Advia Adds 2 Area Sales Managers

*Felicia Astin, Jacob Schreiber will share oversight of 10 Wisconsin and Illinois branches*

**BELOIT, Wis., Sept. 21, 2021** – Advia Credit Union announced today that it has hired two new area sales managers, Felicia Astin and Jacob Schreiber.

Astin and Schreiber will share coaching and development responsibilities for front-line staff members in Advia’s 10 branches across southeast Wisconsin and northeast Illinois. The staff members they oversee will be working directly with members to provide financial solutions through targeted products and lending options.

“Felicia and Jacob will be wonderful additions to Advia’s skilled team serving the southeast Wisconsin and northeast Illinois region,” said Advia CEO Cheryl Boer. “They each bring highly relevant skills and passion for the work they do, which we know will serve them well in these positions.”

Astin comes to Advia after previously serving as a district manager with Saalsaa Brothers/Subway for the past 10 years. In that position, she managed seven restaurants, receiving recognition for achieving consistent profitability.

“I’m excited to lead a team of financial solutions specialists to help our members with their financial needs and goals,” Astin said. “As a team, we’ll strive to make a difference in our members’ lives and our communities through our amazing products and services. I’ll be coaching and supporting my team to provide innovative solutions every day.”

Schreiber comes to Advia from Schwan’s Home Service, where he was an area manager for the past five years. In that position, he was responsible for leading a group of route sales representatives and material handlers, mentoring new managers and performance management.

“I’m thrilled to be joining Advia in this exciting role, which builds on my previous experience in sales, leadership and mentoring,” Schreiber said. “I look forward to building rapport with my team and working hard to deliver on Advia’s promise of real advantages for real people.”

Astin received her associate’s degree in business administration from Blackhawk Technical College in 2009 and her bachelor’s degree in business administration from Upper Iowa University in 2014. Schreiber received his bachelor’s degree in business administration from the University of Wisconsin-Oshkosh.

### **About Advia Credit Union**

Advia Credit Union’s mission is to provide financial advantages to its members. With over \$2 billion in assets, Advia seeks to provide quick and easy access to money and time-saving financial tools to over 180,000 members in Michigan, Wisconsin, and Illinois. Advia’s team of over 500 professionals delivers excellent service and innovative products at 29 locations and via digital and mobile platforms. Advia is guided by its core values: driving progress, acting with integrity, building, and strengthening relationships, and keeping people at the core. Visit [adviacu.org](http://adviacu.org) to learn more about how Advia provides Real Advantages for Real People™.

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