

Leominster Credit Union Appoints Janet Belsky, VP Marketing

Leominster Credit Union has appointed Janet Belsky to the office of Vice President, Marketing. In this role, she will develop and implement branding, advertising and public relations programs in support of LCU's retail and lending products and services, as well as its community involvement initiatives.

"Janet brings a great deal of experience and enthusiasm to this important position," remarked Gordon R. Edmonds, LCU President and CEO. "We have great confidence that LCU's marketing and community outreach efforts will benefit from her new insight and leadership."

Belsky has been involved in marketing and public relations for more than two decades, recently heading the marketing department at Beverly National Bank for nearly seven years.

"I truly enjoy being part of an institution that has entrepreneurial spirit, values teamwork and collaboration, and has a proven strategy for success," she stated. "I'm thrilled to be here at Leominster Credit Union."

Belsky holds a Bachelors degree in Communications and Public relations from Salem State College and is a graduate of The Institute for Financial Studies. She resides with her family in Stow.

