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Spring Bank promotes Heather Nelson as it splits president, CEO duties



HEATHER NELSON

PRESIDENT OF SPRING BANK

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Spring Bank has named Heather Nelson its new president.

Nelson has absorbed the president duties from David Schuelke, who remains Spring Bank's chief executive officer. He has served as president and CEO since the bank was founded in 2008, according to a news release.

"Expanding our leadership team and splitting the responsibilities of the CEO and president reflect Spring Bank's 15 years of success and positions us for future growth," Schuelke said in the release. "It also demonstrates our continued commitment to providing the personalized service and attention business owners and individuals deserve."

Nelson most recently was the bank's senior vice president of commercial lending. She joined Spring Bank in 2010. Previously, she worked at large regional and smaller community banks, primarily in commercial lending, the announcement says.

According to her LinkedIn profile, Nelson previously worked as the chief lending officer at former Legacy Bank from 2000 to 2010. She also was a commercial lender for Firststar Bank, which in 2001 acquired U.S. Bancorp (NYSE: USB) and adopted its name.

"Most rewarding for me as a banker has been getting to know my customers, being able to provide answers and resources and seeing them succeed," Nelson said in the announcement. "It's been exciting to be a part of both their growth and Spring Bank's."

A locally owned financial institution based in Brookfield, Spring Bank mainly serves small and medium-sized businesses in Milwaukee, Waukesha and nearby counties, the release says. The bank has about \$375 million in assets and \$290 million in outstanding loans.