



150 State Street, PO Box 50, Augusta, Maine 04332 | Telephone: (207) 622-5801 FAX: (207) 626-2858

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Contact: Andrew Silsby, President & CEO
207-622-5801 | ASilsby@KennebecSavings.Bank

Kennebec Savings Bank Announces Promotion of Amanda Cooley
Cooley Promoted to Senior Vice President, Chief Marketing and Communications Officer

Augusta, ME – Kennebec Savings Bank is pleased to announce the promotion of Amanda Cooley to Senior Vice President & Chief Marketing and Communications Officer. In her new role, Cooley will lead the Bank's overall marketing, communications, and community giving efforts, and will join the Bank's Leadership Team, which is responsible for advancing the institution's strategic goals and long-term vision.

Cooley joined Kennebec Savings Bank in 2018 as the Corporate Giving and Community Relations Coordinator and has advanced through several leadership roles during her seven-year tenure. Most recently, she served as Vice President & Marketing and Communications Officer. In her new role, Cooley will oversee the Bank's overall brand strategy, public

relations, advertising, marketing, and corporate communications. She will also continue to oversee the administration of the Bank's Community Dividends program, which is slated to provide \$1.4 million in support to more than 300 nonprofit organizations in 2025.



Prior to joining the Bank, Cooley held positions in marketing, communications, and fundraising at Colby College and Husson University. Deeply committed to community service, she currently serves as Board Chair for Waterville Creates and is a board member of the United Way of Kennebec Valley.

"Amanda has consistently demonstrated intelligence, thoughtfulness, organization, and a deep level of engagement—both within our organization and throughout the community," said Silsby. "I'm excited to welcome her to the Leadership Team and look forward to the strategic insight and unwavering commitment she brings to the overall management of the Bank, our people, and our continued dedication to giving back to the communities we call home through our Community Dividends program."

"I am honored to step into this new role and proud to be part of a Leadership Team that is passionate about making a positive impact," said Cooley. "At Kennebec Savings Bank, marketing is not just about promoting products—it's about sharing stories, deepening relationships, giving back, and showing how our work helps build stronger, more connected communities across Maine."



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For more information, please contact President and CEO, Andrew Silsby at 207-622-5801 or ASilsby@KennebecSavings.Bank.

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Kennebec Savings Bank is a \$1.7 billion state-chartered community bank, part of a mutual organization, with a team of over 200 employees and offices in Augusta, Farmingdale, Freeport, Portland, Waterville, and Winthrop, as well as "KSB Anytime" 24-hour electronic banking centers in Augusta, Farmingdale, Freeport and Manchester. The Bank is proud that its involvement in the community as an employer, a business and as a contributor has led to many other successes besides its own. Member FDIC, Equal Housing Lender.