

Meet... Ben Bauer

Ben is the Executive Director at Exclamation Services, a Credit Union Service Organization (CUSO) that is wholly owned by Simplicity Credit Union. Ben and his team lead the marketing and public relations efforts at Simplicity CU as well as several external Credit Union and non-Credit Union clients. He got his start with a degree in graphic design and an early entrepreneurial career with his printing and marketing company that he founded and operated for over 11 years. Ben brings a diverse set of talents including marketing, graphic design, public relations, and leadership.

He has been immersed in many roles including as a member of 15th wave of the i3 program at the Filene Research Institute and is a Credit Union Development Educator (CUDE). Ben is a Credit Union Certified Marketing Executive (CUCME) and a member of the CUNA Marketing & Business Development Member Resources Committee. In 2020, Ben was recognized by Credit Union Magazine as a Credit Union Rockstar for his volunteer and service work to drive credit union innovation, advocacy, and purpose.

He is an active member of the community, volunteering with several organizations, particularly as a member of Marshfield Rotary. Ben has served as co-chair of the District's Youth Leadership camp, Club President in 2015-2016, Assistant Governor from 2018-2020 and District Governor in 2022-2023, leading the team that supports over 55 clubs in the Western Wisconsin area.

Ben believes that serving with organizations like the Marshfield Area Community Foundation is essential to playing a role in growing healthy communities and developing as a professional. He's grateful to play a small role in the important work the Foundation accomplishes in the community. The connections made to other professionals in Marshfield and beyond through board service and the support we provide has played a big role in his own professional development.

Ben and his wife Katie love to spend as much time possible with their two children and in their spare time enjoying Marshfield and Wisconsin in the great outdoors, biking, running, hiking, and camping.