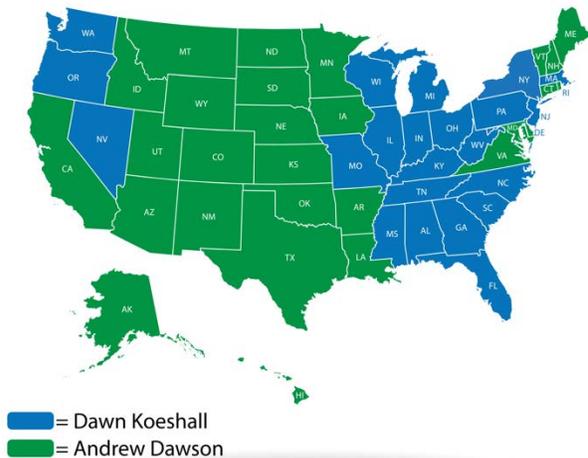


Ser Tech’s Dawn Koeshall: Always Up for a Challenge

Credit unions and banks are heading into a busy time of year, according to Ser Tech Sales Manager Dawn Koeshall, which means it’s busy for her as well.



As a sales manager, Dawn takes care of our current clients and talking about their needs, making sure they know how Ser Tech can help with their lending marketing. She’s learned a lot about financial service needs in her 32 years of working with credit unions, including the last 18 months with Ser Tech but she’s had a relationship with the company for more than a decade through previous positions. “I have a passion for credit unions; I believe in what they do,” she explained.

Dawn loves to challenge herself. Even though she was at her previous job for 30 years, she always made tweaks and improvements. “I always created my own challenges. I was always moving the bar higher to do things better or smarter. That’s what makes my jobs exciting for me.”

Dawn explained, “The most rewarding thing to hear is when I’m talking to a financial institution and they say I said exactly what they need. They say, ‘Why haven’t I hear that before?’” She emphasized that product knowledge is critical in her position, as well as extending that information into the relationship to help the clients.

Dawn is one of the hosts of our Oct. 11 webinar, Planning Ahead – Fetch Marketing webcast. [Take advantage of her expertise by registering today!](#)

And though Dawn grew up in credit union mecca – Madison, Wis. – she could take the cold and moved herself down to Bonita Springs, Fla. She’s very outdoorsy, so long as it’s warm; the Wisconsin winters weren’t for her. She



loves to bike, hike and walk, whether in sunny Florida or on her travels; she's traveled to Europe, Hawaii and Arizona to name a few spots.



Dawn and her husband, Jac, also enjoy tooling around on their Harley in the warm Florida weather. They also volunteer at their church, where Dawn is a Deaconess, collecting food from Publix and Fresh Market for the church to help feed the less fortunate. Her grown daughter, Makenzie, is also in Florida and married two years now, but Hunter, her

son, found is home in Wisconsin.

Dawn adamantly stated she wouldn't change anything directionally about her life, but if she had one bit of wisdom to impart on her 20-year-old self, it would be to try harder at work-life balance. Careers are wonderfully challenging for everyone, and while she never experienced a glass ceiling, she was aware of others having that challenge. (Ser Tech is a proud, founding corporate sponsor of the [Global Women's Leadership Network](#).) "If you're a professional and take care of your clients, that's all it's about," she concluded.

Now that you've met Dawn, [click here to contact her today](#) to learn how Ser Tech can help your financial institution grow loans!