



PRESS RELEASE for immediate release

March 9, 2026

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Phil Suckow Joins Prevail Bank as Chief Operating Officer

Prevail Bank is pleased to announce that Phil Suckow has joined the organization as its new Chief Operating Officer (COO). Suckow brings more than 20 years of experience in financial services, innovation leadership, and operational strategy. Widely recognized as a digital and payments pioneer, his background includes leading enterprise-level initiatives in digital banking, artificial intelligence, data-driven personalization, and emerging financial technologies, with a strong focus on improving customer experience and driving organizational transformation.

A frequent state and national speaker, Suckow has contributed to numerous panels, webinars, and industry forums on topics such as digital transformation, fintech partnerships, payments modernization, and the future of community banking. He serves on multiple industry advisory committees and boards, helping shape the direction of financial-technology collaboration and customer-centric banking models.

In his new role at Prevail Bank, Suckow will guide the development and execution of the bank's strategic objectives, strengthen operational efficiencies, and support the organization's continued commitment to delivering an exceptional customer experience.

A resident of Marathon County, in his free time, you will likely find him in the woods hunting or working on maple syrup production, two passions that keep him connected to Wisconsin's outdoors and community traditions. He will primarily office at Prevail Bank's Wausau location.



Pictured:
Phil Suckow, Chief Operating Officer
Prevail Bank

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Prevail Bank is a federally chartered savings bank founded in 1934 with locations in Baraboo, Eau Claire, Marshfield, Medford, Owen, Phillips, Stevens Point, Wausau, and Wisconsin Rapids.