



PRESS RELEASE for immediate release

July 22, 2026

Contact: Catherine Leifeld, Content & Event Marketing Specialist

PH: 715-748-2231 x1234

cleifeld@prevail.bank

Prevail Welcomes Samuel Golbach as Enterprise Transformation Officer

In this new leadership role, Golbach will oversee and help advance Prevail's enterprise-wide initiatives focused on operational excellence, project execution, process improvement, and technology innovation. He will work closely with teams across the organization to strengthen project management practices, streamline processes, and identify opportunities to leverage automation and artificial intelligence.

Golbach brings more than 28 years of experience in the financial services industry, with a proven record of leading technology and transformation initiatives.

Prior to joining Prevail, he served as Senior Vice President of Information Technology at another financial institution, where he led cybersecurity, infrastructure, help desk, and systems analyst teams. During his tenure, he helped introduce Agile practices, supported AI initiatives, and led significant technology investments designed to enhance efficiency and support organizational growth.

"Prevail has a strong foundation and an exciting future," said Golbach. "I look forward to partnering with teams across the organization to drive meaningful improvements that benefit both employees and customers."



Outside of work, he enjoys spending time with his wife, visiting his children in Montana and Colorado, and exploring the outdoors through hunting, fishing, hiking, and travel.

Pictured:

Samuel Golbach, Enterprise Transformation Officer
Prevail Bank – Wausau

###

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.