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**For Immediate Release:**

**Gehrig Named First Vice President, Brand, Marketing, and Communications**

**OSWEGO, New York (4/1/2024)** – Cassandra Gehrig has been named First Vice President of Marketing at Pathfinder Bank, according to James A. Dowd, President and Chief Executive Officer.

"We are thrilled to announce the promotion of Cassandra to the position of First Vice President, overseeing Brand, Marketing, and Communications. Cassandra's dedication, strategic vision, and leadership qualities position her as a valuable asset to our team. We look forward to Cassandra playing a more substantial role in the Bank's overall strategic planning process in her expanded role."

Gehrig will continue leading all marketing efforts, spanning traditional and digital channels, public relations, and brand content. Her primary objective is to develop and execute impactful strategies that help drive growth through enhanced customer acquisition, engagement, and retention. Additionally, in this expanded role, Gehrig will emphasize a focus on customer experience, reinforcing the brand, and ensuring strategic alignment across various bank wide projects and initiatives.

Since joining Pathfinder Bank in 2012, Gehrig has continuously advanced her career and showcased her skills within the organization, including positions within the Branch Network, Lending,



and various roles within the Marketing department. In 2020, Gehrig was promoted to Vice President, Marketing Manager and held that title up until this promotion.

Gehrig is a graduate of the State University of New York at Oswego, holding a Bachelor's of Science Degree in Marketing, with a minor in Economics. She resides in Oswego with her husband, Chad, and son, Cole. Active in her community, Gehrig serves as a chair of the board for the Greater Oswego Fulton Chamber of Commerce and is an active member of the Promotions and Tourism Advisory Board of Oswego. In her spare time, she enjoys spending time with family and friends and learning new hobbies.

Pathfinder Bank is a New York State chartered commercial bank headquartered in Oswego, whose deposits are insured by the Federal Deposit Insurance Corporation. The Bank is a wholly owned subsidiary of Pathfinder Bancorp, Inc, (NASDAQ SmallCap Market; symbol: PBHC, listing: PathBcp). The Bank has eleven full service offices located in its market areas consisting of Oswego and Onondaga County.