

KASASA

Kasasa Nation Gathers Community Financial Institutions in Austin

AUSTIN, Texas, Aug. 22, 2017 – [Kasasa®](#), an award-winning financial technology and marketing technology provider, will host Kasasa Nation, a three-day gathering of leaders from community financial institutions across the country. The event will be held September 20-22 in Austin, TX.

Financial leaders will come together to discuss today's shifting financial landscape. Sessions and panels will be run by experts from the finance, technology, and marketing industries. The event is an opportunity for community financial institutions nationwide to build relationships and learn how their peers are moving the industry forward. Speakers that include financial analysts, politicians, and small business owners will bring unique perspectives to community bank and credit union executives during sessions.

In addition to these sessions, conference attendees can expect to receive a first look at Kasasa's newest products, including its latest loan product. After reinventing checking, Kasasa now aims to reinvent loans. Preferred by nine out of ten consumers, attendees will be the first to learn about Kasasa loans and why consumers prefer them over all other loan products.

Additionally, Kasasa Nation attendees will be able to preview Kasasa's advanced automated marketing platform. Driving awareness to attract new account holders remains a significant challenge for community financial institutions competing against megabanks and their multi-million-dollar marketing budgets. Kasasa is breaking that barrier through its latest automated marketing platform, enabling institutions to effortlessly create world-class campaigns and deliver ongoing, targeted conversations with the consumers they want through the channels those consumers prefer.

Keynote speaker Rana Foroohar, Financial Times columnist and author of *Makers and Takers*, will explore the threats and opportunities of today's changing financial landscape during the opening session. Her first book, *Makers and Takers: The Rise of Finance and the Fall of American Business*, was a finalist for the 2016 FT & McKinsey Business Book of the Year Award.

"Banking was created to serve the real economy, not the other way around. But the U.S. economy has gone so far down the path of financialization, becoming so deeply embedded in and beholden to Wall Street, it's hard to remember that the original business of banks was very simple: lending to real people and businesses," said Foroohar in *Time* magazine.

The event will also provide community banks and credit unions with ideas on how to successfully drive new account growth, encourage account holder engagement, and increase profitability. Attendees will leave Kasasa Nation with meaningful strategies they can immediately use to empower their teams and help their communities.

“Kasasa Nation is designed for maximum interaction and dialogue around top-of-mind topics for community institutions and the financial industry,” said Gabe Krajicek, CEO of Kasasa. “Our aim is to have our clients leave the conference with a higher understanding of how to connect with today’s consumers. At Kasasa, we believe in solutions that are honest, driven by consumer need and profitable for the community institution. During Kasasa Nation, we’ll help community financial institutions build relationships with each other and supply them with the knowledge they need to create a strong future for their bank or credit union.”

About Kasasa

Based in Austin, Texas with 350 employees, Kasasa is a financial technology and marketing technology company committed to driving results for community financial institutions by attracting, engaging, and retaining consumers. Kasasa does this through branded retail products, world class marketing, and expert consulting. For more information, please visit www.kasasa.com, or visit them on Twitter [@Kasasa](https://twitter.com/Kasasa), [Facebook](https://www.facebook.com/Kasasa), or [LinkedIn](https://www.linkedin.com/company/kasasa).

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Contacts

Mary York

678-781-7217

mary@williammills.com