

# KASASA®

## **Kasasa's *Thinking Outside the Vault* Podcast Now Available on iTunes**

*Community banking podcast delivers informative content to underserved audience*

**AUSTIN, Texas, Aug. 26, 2019** – [Kasasa®](#), an award-winning financial technology and marketing provider, announces that its new podcast, [Thinking Outside the Vault](#), is now available for streaming on iTunes. *Thinking Outside the Vault* is a podcast for community bank and credit union professionals who enjoy hearing about innovation, fresh perspectives and thoughtful industry discussions.

In addition to iTunes, *Thinking Outside the Vault* is now available on Google Play and Stitcher. Released monthly, episodes feature interviews with Kasasa executives on current events and new trends, as well as a mini-series called “Steal This,” which examines innovative ideas from other companies and thought leaders to inspire community banking professionals to “steal” useful cross-functional ideas for implementing at their institution. The podcast is hosted by Kasasa’s senior copywriter Zac Garver, digital content manager Andrew Swinney and VP, Launch Operations, Jessica Webb.

“Producing this podcast helps us spark a thoughtful conversation among community financial institution leaders and their teams,” said Keith Brannan, CMO of Kasasa. “We’re constantly looking for ways to produce valuable content for our audience. And now the definition of that audience has expanded beyond clients to anyone who shares our passion to treat consumers the way they deserve and preserve the future of locally owned banks and credit unions.”

*Thinking Outside the Vault* is also featured on [Kasasa Exchange](#), a new, award-winning content platform where best practices meet real experience for community financial institutions. Both the podcast and Kasasa Exchange were created to provide educational content, actionable insights and tools to help credit unions and local banks engage with consumers in meaningful and people-focused ways.

“Our mission is to enable a powerful network of community financial institutions to re-establish themselves as the go-to place for banking products and services and take back banking from the national megabanks,” said Gabriel Krajicek, CEO of Kasasa. “Offering *Thinking Outside the Vault* through the podcast platforms people use most will make it easier for people to listen at the gym or on their commute. Wherever they listen, people will walk away with new innovative ideas, inspiration and opportunities to empower their organization. We’re helping every local institution win, whether or not they partner with us. We’re all in this together.”

### **About Kasasa**

Based in Austin, Texas with 450 employees, Kasasa® is a financial technology and marketing provider committed to driving results for over 900 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](http://www.kasasa.com), or visit them on [Twitter](#), [Facebook](#), or [LinkedIn](#).

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