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BUTLER COUNTY UNITED WAY ANNOUNCES NEW PRESIDENT AND CEO

(Butler County, OH)— After a months-long search, Butler County United Way (BCUW) Board of Trustees is pleased to name Pamela R. Cottle as the new President and CEO. Cottle has been serving as Interim President and CEO of the organization since May 2023, when former leader Krystal Tipton stepped down to take on a new role at Miami University. During that time, BCUW Board of Trustees formed a search committee which reviewed a number of very qualified applicants. BCUW Board of Trustees Chair, Larry Mulligan, says Cottle has proven herself to be an exceptional leader with a clear vision for the organization. “We are confident Pam will continue to grow Butler County United Way and provide clear, effective direction as we move forward,” said Mulligan.

Cottle, a lifelong resident of Butler County, began her career at Butler County United Way in 2015 as Vice President of Operations and Marketing. In this position, Cottle was responsible for marketing and branding of the organization, all donor solicitations, the execution of major events, as well as management of the donor database. She also worked closely with members of the community, including BCUW’s community and corporate partners.

In 1983, Cottle began her career at First Financial Bank (formerly First National Bank of Southwestern Ohio), where she worked her way up from Executive Secretary to First Vice President of Marketing, overseeing marketing efforts in the bank’s branches across southwestern Ohio. Her responsibilities shifted in 2001 when she assumed the role of First Vice President of Internal Operations, overseeing customer service, training, online banking, relationship management, along with several bank mergers and system conversions. After more than 20 years of service at First Financial, Cottle left to open her own specialty coffee shop, Now or Latte Café, in Trenton. She also worked as a substitute teacher throughout Butler County prior to making the move to BCUW.

Cottle says she is honored to have earned the trust of BCUW Board of Trustees and professional staff and is optimistic about the organization’s future. “Butler County United Way is about collaboration, working together with individuals and community partners toward a common goal. Our organization needs to continually adapt our approach to our changing communities. Our staff is strong and passionate about the impact we can have in Butler County, and we are anxious to strengthen existing relationships as well as build new relationships across the county. I am proud to have been selected to lead this team,” said Cottle.

Cottle is a graduate of Edgewood High School and Georgetown College where she earned a B.S. Degree in Business Administration. Cottle resides in Trenton and has been active in many school-associated organizations, including serving as current Chair of the Edgewood Athletic Hall of Fame Committee. In addition, she served over a decade on the City of Trenton Community Improvement Committee. She and her late husband, Jim Cottle, are parents to three children, Zach, Alex, and Kelsey.

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Butler County United Way was founded in 1920 and is proud to serve the entire Butler County service area. We strive to be the trusted community partner, leading impactful change for human service needs in Butler County. We invite you to join us by giving, advocating, or volunteering. For additional information, contact Butler County United Way at (513) 863-0800 or visit www.bc-unitedway.org.