



## Rob Geiger Joins Advisory Board at Interra Credit Union

IMMEDIATE RELEASE, March 2, 2026 —Amy Sink, CEO, is pleased to welcome Rob Geiger as an Associate Director at Interra Credit Union. Geiger brings a diverse background in agriculture, sales, and financial services, along with a deep commitment to faith, family, and community. In his role as Associate Director, he will contribute an agricultural and small business perspective while supporting Interra’s mission of serving members and strengthening the communities it serves.

Geiger’s career reflects a strong blend of leadership, entrepreneurship, and hands-on agricultural experience. He began his professional journey with CTB Inc. in Milford, Indiana, where he progressed through a management trainee program into technical service and later served as a District Sales Manager for the Midwest and Western regions of the Poultry Division. From 2005 to 2008, Geiger worked in agricultural lending with Wells Fargo Bank, gaining valuable insight into farm finances and the financial needs of agricultural operations.



Rob Geiger

In 2008, Geiger transitioned into an independent seed dealership representing Dekalb and Asgrow, a role he continues today alongside two other dealers. In addition, he operates a sixth-generation family farm that spans Elkhart, Noble, and Kosciusko counties. With the support of family and employees, Geiger has helped grow the farm into a successful and sustainable operation. His agricultural leadership has been recognized through several honors, including being named an Indiana River Friendly Farmer, the 2018 Elkhart County Farm Family of the Year, and the designation of his operation as an Indiana Centennial Farm.

Geiger earned a Bachelor of Arts degree in Business and Economics from Taylor University and later completed a Master of Business Administration at Indiana University South Bend. His education, combined with decades of practical experience, provides a strong foundation for his service on Interra’s board.

Community involvement and faith have long guided Geiger’s personal and professional life. He is a long-time active member of Nappanee Missionary Church and values generosity, service, and helping others solve problems. A defining moment in his life was the loss of his father in 2002, an experience that shaped his perspective on leadership, resilience, and the importance of family, friends, and community support. He credits his faith in Jesus Christ as a source of strength and an anchor through challenges.

Geiger is particularly excited to support Interra by helping meet board needs, sharing agricultural and small business insights, and continuing to learn more about the credit union’s impact on members and the community. Looking ahead, he hopes to one day pass the family farm to a seventh generation and aspires to pursue a second career in higher education or ministry.

Geiger resides with his wife, Nicole, and their three children Delana, Bryce, and Brooks. Outside of work, he enjoys traveling with his family, occasional golf, and spending time in fellowship with neighbors and friends.



**About Interra Credit Union.**

Interra Credit Union, headquartered in Goshen, Indiana, was chartered in 1932 and has assets of \$2 billion. The credit union's field of membership spans 24 counties in northern Indiana, with more than 325 full and part-time employees serving nearly 90,000 members. Interra currently operates 16 offices in Elkhart, LaGrange, Kosciusko, Marshall, and Noble counties in Indiana and offers convenient online services at [interracu.com](http://interracu.com).

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