

**FOR IMMEDIATE RELEASE**

**DeNovo Treasury Partners with Identifee to Enhance Technology Adoption in Community Financial Institutions**

**Detroit, MI – April 3, 2025** – DeNovo Treasury, a premier treasury management consulting firm, is excited to announce a strategic partnership with Identifee, a revolutionary AI powered customer relationship management (CRM) platform. This collaboration aims to bring cutting-edge technology to community banks and credit unions, modernizing their operations and enhancing customer experiences.

Through this partnership, DeNovo Treasury will provide platform onboarding and first-level customer success and support for Identifee's platform. By integrating Identifee's innovative CRM and AI solutions, community financial institutions can streamline their processes, improve customer engagement, and stay competitive in an evolving market.

"We are thrilled to partner with Identifee to bring their advanced CRM technology to community banks and credit unions," said **Will K. Grace**, Managing Director and Principal at DeNovo Treasury. "This partnership aligns with our mission to empower community financial institutions with the tools they need to deliver exceptional service and drive growth."

Identifee's platform offers a comprehensive suite of features designed to enhance customer relationship management, including data analytics, customer insights, and automated workflows. By leveraging these capabilities, community financial institutions can gain a deeper understanding of their customers' needs and preferences, enabling them to provide personalized and efficient service.

"DeNovo Treasury's expertise in treasury management and their commitment to customer success make them an ideal partner for us," said **Kevin Miyamoto**, Co-Founder of Identifee. "Together, we can help community financial institutions embrace technology that will transform their operations and elevate the customer experience."

The partnership between DeNovo Treasury and Identifee represents a significant step forward in the digital transformation of community financial institutions. By adopting Identifee's CRM platform, these institutions can enhance their operational efficiency, foster stronger customer relationships, and remain competitive in a rapidly changing financial landscape.

For more information about Identifee, please visit their website: <https://identifee.com/>

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