
Pictured: Sonya Busch, Market President

FOR IMMEDIATE RELEASE, ON OR ANYTIME AFTER April 14, 2026
SUBJECT: Sonya Busch Named Market President for Merchants Bank in Northfield
Northfield, Minn. – Sonya Busch has been named Market President for Merchants Bank in Northfield, MN according to Dan Massett, Regional President-North Region. Busch will succeed Kirk Muhlenbruck upon his retirement in May after five years of dedicated service and leadership.
"As a life-long resident of Northfield, Sonya is passionate about building community partnerships and how the bank can play a role in the continued growth of Northfield," said Massett. "Sonya's proven skillset in commercial lending and market leadership will drive performance and deliver long-term value for our customers and the community."
Busch has more than 25 years of experience in the financial services industry, mainly in management and retail and commercial banking roles. She most recently served as a Commercial Banker at Think Bank. She will oversee the two Merchants Bank locations in Northfield and be officed out of the Northfield-Downtown branch.
"I am excited to be at Merchants Bank in my hometown of Northfield. I'm deeply passionate about the area and being an active, engaged member of the community," shared Busch. "I look forward to meeting our customers and supporting business owners throughout the region."
Busch is a Northfield native and currently lives in nearby Dundas. An active community leader, she serves on the Board of Directors for 360 Communities as the Treasurer and has recently completed service on several boards in the Apple Valley area.
Merchants Bank has been a community partner in Northfield since 2019. As a regional banking leader, Merchants offers a full suite of traditional banking and mortgage solutions, wealth management services, and can assist businesses with their deposit, financing and treasury management needs. Merchants Bank is a full-service community bank with bank locations in southeastern Minnesota and west-central Wisconsin and a leasing division, Merchants Bank Equipment Finance, in Edina. Headquartered in Winona, MN, MFGI has more than $2.8 billion in assets. Merchants was founded in 1875 and is a Member FDIC and Equal Housing Lender. Loans and treasury management services are subject to credit approval.

For more information contact:

Dan Massett
Regional President
ddmassett@merchantsbank.com
(952) 841-4272