



**GISELLE SMITH-JOHNSON PROMOTED TO SENIOR VICE PRESIDENT,
TREASURY MANAGEMENT GROUP MANAGER**

FOR IMMEDIATE RELEASE

March 12, 2024 (El Paso, TX) – WestStar, the leading financial institution in the Borderplex, has announced the promotion of Giselle Smith-Johnson to Senior Vice President, Treasury Management Group Manager. In her role, Smith-Johnson will continue to lead WestStar's team of Commercial Deposit experts and Treasury Management professionals and focus on driving growth, innovation, and exceptional client experience.

She has a proven track record of facilitating business growth, focusing on Treasury Management. Her dedication to building and maintaining sound business relationships by providing a superior Deposit onboarding experience as well as competitive Treasury Management solutions has earned her recognition and respect within the industry.

"I am humbled to lead the WestStar Commercial Deposit onboarding and Treasury Management teams," said Smith-Johnson. "I have had the privilege of serving business clients and catering to their cash management needs throughout my career, and I am excited to continue providing exceptional products and services to our current and future clients."

Smith-Johnson earned her Bachelor of Business Administration in Banking and Finance from the University of Mississippi. Smith-Johnson currently serves on the United Way of El Paso and Kids Excel Board of Directors and is a proud Tiger Band and Girls Basketball parent volunteer.

About WestStar

WestStar is a locally owned community bank with more than \$3 billion in assets. It services the El Paso, Las Cruces, and northern Mexico area (collectively known as the Borderplex region). WestStar provides businesses and retail consumers local access to a broad array of financial services, including banking, treasury management, wealth management, insurance, and title services. Additionally, WestStar team members serve on over 60 boards and committees of non-profit and civic organizations and participate in a wide range of community betterment efforts and philanthropic causes. For more information, visit the WestStar website at weststarbank.com.

###

For more information, please contact:
Christopher Ramos, Digital Marketing Specialist
915.585.4547
Christopher.Ramos@weststarbank.com