



**Shanon L. Woodruff Promoted to Senior Vice President
and Marketing Director at WestStar**

FOR IMMEDIATE RELEASE

APRIL 4, 2025 (El Paso, TX) – WestStar is pleased to announce the promotion of Shanon L. Woodruff to Senior Vice President and Marketing Director. With 23 years of experience in the industry and four years at WestStar, Woodruff has been instrumental in shaping the marketing strategy and brand initiatives at WestStar.

“I am incredibly honored to step into the role of Senior Vice President,” said Woodruff. “Over the past four years, I have worked to elevate our marketing initiatives, strengthen our digital strategies, and ensure our brand reflects WestStar’s leadership in the industry. I look forward to continuing to drive measurable growth through data-driven marketing, strategic planning, and innovative campaigns that support the organization’s long-term success.”

As Senior Vice President and Marketing Director, Woodruff will continue to oversee the strategic direction, planning, and execution of WestStar’s marketing initiatives. He leads a high-performing marketing team, ensuring brand consistency across all platforms and managing multi-channel campaigns to support business growth. Additionally, his role involves collaborating with cross-functional teams, analyzing market trends, and ensuring all marketing efforts align with regulatory and organizational standards.

Woodruff holds a Master of Arts in Rhetoric and Professional Communications from New Mexico State University and is a graduate of the WestStar LEAD Program, an internal leadership development initiative.

About WestStar

WestStar is the only El Paso-based community bank and the leading commercial bank in the Borderplex region, which includes El Paso, Texas; Las Cruces, New Mexico; and Juárez, Mexico. With over \$3.2 billion in assets, 14 branches, and over 340 employees, WestStar provides commercial lending, treasury management, wealth management, and title services across the region.

WestStar’s roots trace back over a century and are built on the combined legacies of four local institutions: Bank of Ysleta, Bank of El Paso, First National Bank of Fabens and Bank of the West (rebranded as WestStar Bank in 2012). These banks united over time and through mergers, ultimately becoming WestStar in 2016. Today, WestStar continues that shared commitment to relationship-based banking.

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