



## **Crystal Martin Appointed Vice President and Trust Officer at WestStar Wealth Management**

### **FOR IMMEDIATE RELEASE**

**APRIL 3, 2025 (El Paso, TX)** – WestStar, the Borderplex region's leading financial institution, has promoted Crystal Martin to Vice President, Trust Officer within its Wealth Management Division. In this role, she will continue to administer various trusts, estates, and investment management accounts. Building strong relationships with clients.

With a decade of extensive experience, including seven years at WestStar, Martin brings knowledge and a passion for helping clients achieve their planning and financial goals. "My journey at WestStar Bank began in 2017 as a trust administrator, and I've since demonstrated my commitment to our clients through dedication and consistent growth. I'm grateful for the opportunities I've been given and eager to continue contributing to the Bank's success."

She has been actively involved in the community, previously serving as the immediate past President of the El Paso Estate Planning Council and Board Member of Hope Border Institute. She is currently a Member of the YWCA's Walk a Mile in Her Shoes Committee. Her achievements include completing Leadership El Paso, Class of 43, and the WestStar LEAD Program.

Martin received her Bachelor of Arts from St. Edward's University and her Master of Business Administration from the University of Texas at El Paso.

### **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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