WestStar Promotes Beny Medrano to Branch Manager

FOR IMMEDIATE RELEASE

August 11, 2026 (El Paso, TX) – WestStar, the leading financial institution in the Borderplex, has announced the promotion of Beny Medrano to Branch Manager of its Zaraloop location. Since joining WestStar in 2023, Medrano brings more than nine years of experience in the financial industry and a strong commitment to delivering exceptional client service throughout the El Paso community.

In his new role, Medrano will oversee branch operations, foster team development and maintain a client-focused approach to service. Known for his strong analytical skills and ability to build meaningful relationships, he delivers personalized financial solutions to both personal and business clients. His leadership will further strengthen WestStar's presence across the Borderplex region.

"Helping our clients succeed financially while mentoring my team to grow professionally is what drives me every day," said Medrano. "I am proud to be part of an organization that prioritizes relationships and community impact."

In addition to his professional accomplishments, Medrano is actively involved in the community. He is a member of the Young Leaders Society of El Paso, where he collaborates with emerging professionals to support leadership development and community advancement. He also previously served on the BRAVO Committee, leading community service efforts and supporting nonprofit organizations throughout the El Paso area.

Medrano is currently pursuing a Bachelor of Business Administration in Finance with a concentration in Banking and Financial Institutions.

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 $3.1 billion in assets, 14 branches, and over 350 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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