



Priscilla Monarez Named Small Business Manager, to Lead WestStar's Small Business Banking Division

FOR IMMEDIATE RELEASE

APRIL 4, 2025 (El Paso, TX) – WestStar, the leading financial institution in the Borderplex region, has appointed Priscilla Monarez as Vice President, Small Business Manager. In her new role, Monarez will utilize her extensive banking experience to manage the growth and success of the bank's Small Business Banking Department.

"Supporting small businesses is crucial, as they are the backbone of El Paso's economy," Monarez said. "I will assist our team in developing new small business relationships, assess clients' financial needs, and recommend products and services to help our customers thrive."

Monarez joined WestStar in 2016 following its merger with First National Bank. She began her community banking career in 2006 as a lending assistant, quickly advancing to consumer lender. Over the past 16 years, she has excelled in commercial banking.

"I am grateful for the faith and trust our Board of Directors and Executive Team have placed in me to lead the Small Business Banking Team," Monarez said. "The lessons I have learned, and the relationships I have built throughout my career have shaped me into the banker I am today. It is an honor to work for an organization that promotes integrity, fosters teamwork, and supports the community and local businesses."

Beyond her professional achievements, Monarez is the founder of Project C.H.A.N.C.E. (Creating Hope for Abused and Neglected Children Everywhere), a nonprofit organization dedicated to preventing child abuse and neglect through education, advocacy and community awareness. She also serves on the boards of the Center Against Sexual and Family Violence as Treasurer and the Reynolds Home as Vice President.

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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