



WestStar Welcomes Enrique Escalante as Advisory Director on its Board of Directors

FOR IMMEDIATE RELEASE

APRIL 7, 2025 (El Paso, TX) – WestStar is pleased to announce the appointment of Enrique Escalante as an Advisory Director on its Board of Directors. With an extensive background in executive leadership, corporate strategy, and international business, Escalante brings a wealth of expertise that will further support WestStar’s mission of delivering exceptional commercial banking and financial services throughout the region.

Escalante currently serves as Chief Executive Officer of GCC, a leading supplier of cement and concrete, where he has played a pivotal role in the company’s growth and expansion. Since joining GCC in 1999, he has held several senior leadership positions, including President of both the Mexico and U.S. divisions, before being appointed CEO in 2015.

His distinguished career spans multiple industries, having held executive leadership roles in the wood products sector, finance, planning, sales, and marketing. Escalante previously served as CEO of Plywood Ponderosa de México, S.A. de C.V., and later as President of the Ponderosa Division at Grupo Industrial Durango, S.A. de C.V. He has also served as Chairman of the Portland Cement Association (PCA) in the United States and of the Board of the Young Presidents Organization (YPO) in the Rocky Mountain Chapter in Colorado.

In addition to his role at GCC, Escalante serves on the boards of the Global Cement and Concrete Association (GCCA), Duraplay de Parral, and Banamex (Consejo Regional del Norte). He holds a degree in Industrial and Systems Engineering from the Instituto Tecnológico y de Estudios Superiores de Monterrey and an MBA from Cornell University, with additional executive education from IPADE and Harvard University.

“Enrique’s leadership experience, international perspective, and proven ability to navigate complex business environments make him an exceptional addition to our Board,” said L. Frederick (Rick) Francis, Executive Chairman of WestStar. “We look forward to the insight and guidance he will bring as we continue strengthening our role as the leading financial partner in the Borderplex region.”

WestStar remains committed to building a Board composed of experienced leaders who share its values and vision for long-term growth, stability, and community impact. Escalante’s appointment reinforces this commitment as the organization continues to deliver tailored financial solutions to businesses and individuals across the region.

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.

###

For media inquiries, please contact:

Christopher Ramos, Digital Marketing Specialist
915.585.4547

Christopher.Ramos@weststarbank.com