



## **WestStar Promotes Nicholas Alarcón to Vice President of Loan Origination System Administration**

### **FOR IMMEDIATE RELEASE**

**March 18, 2026 (El Paso, TX)** – WestStar, the leading financial institution in the Borderplex, has announced the promotion of Nicholas Alarcón to Vice President of Loan Origination System (LOS) Administration. Alarcón has been with WestStar for a decade, where he has built a career marked by significant achievements and contributions.

Alarcón oversees the full suite of platforms supporting the Commercial Banking Division, leveraging his prior experience as a credit analyst and senior accounting associate to guide system strategy with a strong foundation in credit processes, financial analysis and operational controls. He successfully led the ground-up implementation of nCino, a world-class loan origination platform, and has driven improvements across all commercial lending systems. His leadership has streamlined end-to-end workflows, enhanced data integrity and increased efficiency and consistency throughout the division's client and credit operations.

In his new position, Alarcón will be responsible for the enterprise-level Salesforce implementation by providing solutions and leadership while promoting strong adoption and best practices across the organization.

"I am proud to have built my entire professional career at WestStar and am truly grateful for the opportunities it has provided," Alarcón said. "Stepping into this role is especially exciting, as it allows me to oversee a platform that streamlines operations, enhances user efficiency and strengthens the quality of service we deliver to our clients."

Alarcón earned a Bachelor of Business Administration in Accounting (Summa Cum Laude) in 2016 and a Master of Accountancy (MAcc) (Summa Cum Laude) in 2017, both from the University of Texas at El Paso. He is also a Certified Public Accountant (CPA) and holds certifications in nCino Commercial Banking and nCino Platform.

Beyond his professional achievements, Alarcón is committed to community service as a member of the Young Leaders Society with the United Way of El Paso County. He is also a participant in WestStar's Leadership Excellence Advancement and Development (LEAD) Program.

### **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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