



WestStar Strengthens Leadership in Las Cruces with Promotion of Justin McGinnis to Branch Manager

FOR IMMEDIATE RELEASE

February 26, 2026 (Las Cruces, NM) – WestStar, the leading financial institution in the Borderplex, has announced the promotion of Justin McGinnis to Branch Manager of its Las Cruces branch. With 13 years of experience in the financial industry, McGinnis is well-prepared to oversee branch operations, foster team development, and uphold WestStar's dedication to delivering exceptional client experience to the Las Cruces community.

Previously serving as a Senior Lobby Services Specialist, McGinnis is dedicated to understanding and exceeding client expectations through personalized solutions. His strong leadership and commitment to a client-centric approach make him a valuable asset to the team, ensuring clients receive exceptional support while fostering a collaborative atmosphere that drives success.

"I am excited to lead a team of hard-working individuals who are committed to WestStar's mission of going above and beyond to assist our clients," said McGinnis. "My passion lies in helping the community I serve achieve financial success through a focus on delivering the highest quality experience and education."

In addition to his professional achievements, McGinnis is an active community leader, serving in various positions within the Greater Las Cruces Chamber of Commerce. He has held roles such as Co-Chair of the New Members Committee and Ambassador, and he is a member of the Executive Council. Additionally, he is a former volunteer firefighter with Doña Ana County Fire and Emergency Services.

McGinnis is a graduate of the Dale Carnegie Management Development Program and the Greater Las Cruces Chamber of Commerce Leadership Las Cruces Class 27.

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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