



WestStar Promotes Priscilla Monarez to Senior Vice President

FOR IMMEDIATE RELEASE

March 11, 2026 (El Paso, TX) – WestStar, the leading financial institution in the Borderplex, is proud to announce the promotion of Priscilla Monarez to Senior Vice President. Monarez has played a central role in strengthening WestStar’s long-standing commitment to El Paso’s small business community. Recognizing the necessity of having a dedicated division to support the unique needs of small businesses, she led the development and stabilization of the bank’s small business division in 2025, laying the groundwork to empower local entrepreneurs and broaden access to resources that support business growth throughout the Borderplex.

“Being named Senior Vice President is both a privilege and a responsibility,” Monarez said. “Our small business community is vital to the economic health of the Borderplex, and our team of seasoned professionals remains committed to ensuring they have the support, guidance and resources needed to thrive. We look forward to continuing to help small businesses navigate challenges and seize opportunities in our vibrant community.”

With more than 20 years of banking experience, Monarez is passionate about empowering local businesses and is well-prepared to advance WestStar’s small-business banking initiatives. Her extensive background in banking enables her to effectively guide clients through the complexities of the financial landscape and enhance the success of the Small Business Banking Department.

Monarez’s exceptional leadership goes beyond her professional achievements as she is a passionate advocate for community service. She is the founder of Project C.H.A.N.C.E. (Creating Hope for Abused and Neglected Children Everywhere), a nonprofit organization dedicated to raising awareness and preventing crimes against children through education, advocacy and community outreach. She also serves as the Treasurer of the Center Against Sexual and Family Violence and as Vice President at the Reynolds Home.

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.

###

For media inquiries, please contact:

Christopher Ramos, Digital Strategy Specialist
915.585.4547

Christopher.Ramos@weststarbank.com