



**Jande Rodriguez Joins WestStar Wealth Management  
as Wealth Management Officer**

**FOR IMMEDIATE RELEASE**

**APRIL 3, 2025 (El Paso, TX)** – WestStar, the leading financial institution in the Borderplex region, is excited to welcome Jande Rodriguez as the new Wealth Management Officer within its Wealth Management Division. In this role, Rodriguez will focus on guiding clients through strategic investment opportunities that are personalized and centered around wealth growth and wealth preservation.

With over 16 years of experience in the banking industry, she is committed to maintaining long-term relationships and guiding clients around trust, estate, and retirement planning to secure financial futures and the aspects that matter most to them.

"I am excited to join WestStar," said Rodriguez. "This role allows me to continue my passion for finance with my dedication to serving the community, and I look forward to building strong relationships and creating a positive impact. Success is not just the numbers in your portfolio but the lives you touch along the way."

Rodriguez holds a Business Administration in Finance degree from the University of Texas El Paso.

**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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