WestStar appoints Liliana Miranda Chief Operating Officer

FOR IMMEDIATE RELEASE

September 15, 2026 (El Paso, Texas) – WestStar announced the promotion of Liliana Miranda as Chief Operating Officer, effective immediately. In this role, Miranda will oversee enterprise operations, strategic execution, technology initiatives and business transformation efforts, helping drive the bank's continued growth and long-term success across the Borderplex.

Miranda brings nearly three decades of banking, risk management and financial services experience to the position. Since joining WestStar in 2002, she has served in several executive leadership roles, most recently, Chief Commercial Banking Officer and previously Chief Risk Officer. Throughout her career, she has helped strengthen the bank's operational foundation, advance strategic initiatives and support sustainable growth across the organization.

"Liliana has been instrumental in helping shape WestStar into the organization it is today," said L. Frederick Francis, Executive Chairman of WestStar. "Her strategic vision, operational expertise and commitment to excellence have contributed to our success for almost three decades. As Chief Operating Officer, she will play a critical role in executing our strategy, supporting our teams and positioning WestStar for continued growth."

“I have been fortunate to grow my career at WestStar alongside exceptional team members and leaders,” Miranda said. “I am excited and honored to step into this role and look forward to helping advance the bank’s strategic priorities while supporting its continued success.”

As Chief Operating Officer, Miranda will help lead the execution of the bank's long-term strategic initiatives while overseeing key operational functions that support performance, innovation and client service. She will work closely with executive leadership to enhance organizational effectiveness and ensure WestStar remains well-positioned to meet the evolving needs of its clients and communities.

Miranda is actively involved in industry and community organizations throughout the region. She currently serves on the boards of the Texas Bankers Association, Amigo Airsho, The Hospitals of Providence East Campus and Downtown Management District. She previously served as president of the Texas chapter of the Risk Management Association and has held leadership positions with numerous nonprofit organizations.

Miranda earned a Bachelor of Business Administration in Accounting from The University of Texas at El Paso and is a Certified Public Accountant in Texas. She is also a graduate of the Southwestern Graduate School of Banking at Southern Methodist University, where she received the Recognition of Leadership Award.

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 $3.3 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