



## **WestStar Promotes Veronica Watts to Senior Vice President and Human Resources Manager**

### **FOR IMMEDIATE RELEASE**

**APRIL 4, 2025 (El Paso, TX)** – WestStar, the leading financial institution in the Borderplex region, announced the promotion of Veronica Watts to Senior Vice President, Human Resources Manager. Watts will continue to support the Human Resources (HR) team and the Chief Human Resources Officer (CHRO) in implementing initiatives that drive team member performance, promote an inclusive culture, and boost engagement.

With over 20 years of experience in the banking industry, Watts has been a key member of WestStar's formal training department, where she transformed an informal function into a structured program. She plays a key leadership role in enhancing the administration, procedures, policies, and programs within the HR department.

"I am grateful and honored to step into a senior leadership role," said Watts. "WestStar's culture is already one of its greatest strengths, and I look forward to building on that foundation by supporting initiatives that help our team members grow and succeed."

Watts holds a Bachelor of Science in Business Administration and Management from the University of Phoenix. She is a part of the Delta Mu Delta International Honor Society.

### **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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