



WestStar Appoints Bill Brady Chief Investment Officer of Wealth Management Division

FOR IMMEDIATE RELEASE

APRIL 3, 2025 (El Paso, TX) – WestStar, the leading financial institution in the Borderplex region, has appointed Bill Brady as Chief Investment Officer in its Wealth Management Division.

Brady will develop risk-managed and scalable asset allocation strategies in his new role, leveraging domestic and international equities, fixed income, and alternative investments. Forward-looking capital market assumptions will guide his strategy. He will conduct qualitative and quantitative research on manager selection and ongoing due diligence while monitoring global economic trends to shape portfolio strategies.

In addition, Brady will create customized investment policy statements and assess performance against benchmarks to drive successful outcomes. He will lead client meetings, participate in public speaking engagements, and work closely with clients' advisors to offer a holistic approach to wealth management. His leadership will foster a collaborative team culture, enhancing efficiency, compliance, and professional development while addressing proposal requests from institutional clients, including non-profits and foundations.

With over 25 years of experience in the finance industry, including 12 years at WestStar, Brady emphasizes the importance of nurturing long-term relationships with clients through tailored advice in trust, estate, and retirement planning.

"I've always aspired to be a Chief Investment Officer, and I'm truly thankful to WestStar for providing me with the opportunity to reach this significant milestone in my career," Brady said. "I've always had a passion for investment management, and look forward to helping our clients reach their goals."

Brady holds a Bachelor of Business Administration in Finance and a Master of Business Administration from New Mexico State University. He holds the Chartered Financial Analyst® (CFA®) designation and has previously served as President of the El Paso Estate Planning Council from 2022 to 2023. Additionally, he is a member of the CFA Society of New Mexico.

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.

###

For media inquiries, please contact:

Christopher Ramos, Digital Marketing Specialist
915.585.4547

Christopher.Ramos@weststarbank.com