



## NEWS RELEASE

For more information, contact Marie Casey at Casey Communications, Inc., 314-721-2828.

### **Kelvin Taylor Joins Midwest BankCentre as Chief Information Officer; Alexis Hershey to Lead Digital Service Transformation**

ST. LOUIS (Jan. 7, 2020) – **Kelvin Taylor** has joined **Midwest BankCentre** in the role of executive vice president-chief information officer, reporting to Chief Executive Officer **Orvin Kimbrough**. In addition, **Alexis Hershey** has been named senior vice president-digital assets, lending and strategy.

“The in-depth experience and wide-ranging perspective brought to our team by Kelvin Taylor and Alexis Hershey are central to our digital-first, customer-centric and values-based approach to community banking,” Kimbrough said. “We are looking at every move we make as a bank through a digital lens to ensure advancement on the digital front and our ability to anticipate and meet the changing needs of our customers.”

As chief information officer, Taylor works at the intersection of information technology, lines of business and finance to apply data science to strategic decisions for bank services and products. He also contributes to the development of business processes for implementing analytical solutions that include technology.

Taylor founded Taylored Analytics in 2007 to help Fortune 500 companies in the financial services, retail, restaurant, utility and telecommunications industries capitalize on and leverage their data. He has led teams in the customer loyalty sector as president of Maritz Loyalty Marketing, president of Frequency Marketing, Inc. and was a practice advisor on Cisco Systems’ business analytics team.



Taylor earned bachelor’s degrees in economics and mathematics at Morehouse College and completed post-graduate studies in economics at University of Maryland,

College Park, Md. Taylor has served locally on the United Way and Urban League boards of directors. He and his wife, Tamila Taylor, annually host a charity golf tournament to fund scholarships to Morehouse College, the world's only HBCU (Historically Black Colleges and Universities) for men and the nation's top producer of black males who continue their education and receive doctorates.

Hershey joins Midwest BankCentre from Citi, where she was senior vice president of digital strategy. She applies her experience in digital strategy and both product and project management to transforming the bank's online digital experiences that drive sales. She partners with the bank's commercial, community & economic development, consumer and fee income groups to develop and deploy digital products and systems to achieve the bank's goal of meeting customers where they are, when and how they want to do business. She also is the executive sponsor of the bank's newly established operations enhancement team, which aligns and leverages process improvement, efficiency initiatives and technology systems to enhance customer service and bank competitiveness.



She earned her undergraduate degree in interdisciplinary studies and her master's degree in education at the University of Houston. She is active in the community through United Way.

Midwest BankCentre, a mainstay of St. Louis community banking since 1906, employs a staff of about 280 working at 17 bank locations in the City of St. Louis and St. Louis, Jefferson and St. Charles counties. The bank works to empower people, enable business and energize neighborhoods through the strength of its financial services, including personalized consumer and business banking, business cash management, mortgage lending, home equity loans, financial planning and investments, insurance and digital banking. It ranks among St. Louis' largest locally owned banks with assets exceeding \$1.9 billion and deposits of \$1.4 billion.

The bank is a local leader in the St. Louis Regional Financial Empowerment Coalition (formerly the St. Louis Regional Unbanked Task Force) and its Bank-On Save-Up St. Louis

initiative. Since 2001, Midwest BankCentre has consecutively achieved the Bauer Financial 5-Star Superior financial rating each quarter. For its success in bringing mainstream financial services to unbanked and underbanked citizens in the region and other diversity and inclusion contributions, it recently won the 2019 Community Commitment Award from the American Bankers Association Foundation. It was also the national winner of the 2018 National Community Bank Service Awards by the Independent Community Bankers of America®.

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