



## NEWS RELEASE

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### **Heidi Miget Joins Midwest BankCentre as Senior VP of Marketing**

ST. LOUIS (October 30, 2020) – **Heidi Miget** has joined **Midwest BankCentre** as senior vice president of marketing, reporting to **Danielle Bateman Girondo**, executive vice president of marketing.

Miget is responsible for planning, development, implementation and management of digital marketing efforts for three distinct brands within Midwest BankCentre, including the bank, its national online digital bank and its newly launched Rising Analytics, which helps small and mid-sized businesses strategically apply the power of big data to drive innovation and accelerate growth. She builds digital marketing campaigns to attract new customers to the bank and deliver insights of value to new and existing clients. Since 2019, she has consulted with the bank on building its digital infrastructure and omnichannel marketing strategy.



Miget joins Midwest BankCentre from Fully Booked Consulting, an online consulting business she founded in 2017 focused primarily on helping vacation rental owners enhance occupancy rates through digital marketing. She possesses 14 years of digital marketing experience, including roles as director of digital marketing at Save-A-Lot Food Stores and at Brighton Agency.

“Heidi’s expertise strengthens our ability to achieve our strategic goals of being customer-centric, high-touch and high-tech” said Bateman Girondo. “She is a dynamic leader with exceptional creativity and a tremendous capacity for building effective digital marketing programs.”

Miget graduated from the University of Missouri-Columbia with a bachelor's degree in communications and a minor in Spanish.

Midwest BankCentre's current assets exceed \$2 billion and deposits total more than \$1.5 billion. A mainstay of the greater St. Louis community banking scene since 1906, the bank employs a staff of about 280 working at 18 bank locations in the City of St. Louis, St. Louis, Jefferson and St. Charles counties in Missouri and St. Clair County in Illinois. It 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.

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. It has been recognized for its success in bringing mainstream financial services to unbanked and underbanked citizens in the region and other diversity and inclusion contributions with the 2019 Community Commitment Award from the American Bankers Association Foundation and the 2018 National Community Bank Service Award from the Independent Community Bankers of America®.

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