



## NEWS RELEASE

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

### **Danielle Bateman Girondo Named Executive Vice President of Marketing at Midwest BankCentre**

ST. LOUIS (Sept. 16, 2019) – **Danielle Bateman Girondo** has been named executive vice president of marketing at **Midwest BankCentre**. She was previously senior director of marketing and advertising at Save-A-Lot food stores. She reports to Chief Executive Officer **Orvin Kimbrough**.



Girondo leads the marketing strategy and execution for the bank, including omni-channel marketing and advertising, consumer insights and analytics, brand management, internal communications and public relations. She brings 20-plus years of combined marketing and finance experience to her role.

“Danielle has significant expertise in making meaningful connections with consumers, coupled with a strong data analytics background,” said Kimbrough. “She is a proven change agent, upgrading the effectiveness of marketing programs at brands across multiple industries, and her strategic approach is an important asset on our executive team.”

Girondo has a bachelor’s degree in business administration from Washington University in St. Louis and a master’s degree in business administration from The Wharton School of Business at the University of Pennsylvania. She is on the Leadership Board for Wharton’s St. Louis Alumni Association and is a former board member of the Alliance for Audited Media (AAM). She was named to the 2016 edition of “Who’s Who In Marketing at Leading Retailers” and was named a Top Women in Grocery by *Progressive Grocer* in 2017.

Midwest BankCentre, a mainstay of St. Louis community banking since 1906, employs a staff of about 280 working at 18 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 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 was the national winner of the 2018 National Community Bank Service Awards by the Independent Community Bankers of America® (ICBA) for its success in bringing mainstream financial services to unbanked and underbanked citizens in the region.

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