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## **Midwest BankCentre Chief Marketing Officer Danielle Bateman Girondo Named One of the Region's Most Influential Business Women by the St. Louis Business Journal**

ST. LOUIS (August 17, 2023) -- **Danielle Bateman Girondo**, Chief Marketing Officer at **Midwest BankCentre**, has been named to the 2023 list of Most Influential Business Women in the St. Louis metropolitan area by the *St. Louis Business Journal*. Since its establishment in 1999, the annual award recognizes a class of 25 female business leaders from the region for their significant accomplishments within their industries, as well as through their involvement with nonprofit organizations and in the community. Midwest BankCentre is the St. Louis region's second largest locally owned bank.



The common thread throughout Girondo's career is that she works with organization's at transition points to help them scale for growth. Girondo, who has 20-plus years of combined marketing and finance experience, leads Midwest BankCentre's marketing and sales enablement strategy, including omnichannel marketing and advertising, consumer insights and analytics, brand management, events, internal communications, and public relations. She also champions customer-centricity and culture development efforts throughout the enterprise.

**Orvin T. Kimbrough**, Midwest BankCentre's Chairman and CEO, says the award is a well-deserved honor for an accomplished and hardworking leader like Gironde. "We are delighted to see Danielle recognized for her role in the St. Louis business community and her leadership at Midwest BankCentre. She is an exemplary marketing leader who has made significant contributions at Midwest BankCentre and in the community."

Outside of work, Gironde is actively involved with numerous organizations and philanthropic ventures. She serves on the board of Executive Connections of St. Louis, a professional networking organization for executives in career transition who wish to stay in the St. Louis region. She also serves on the leadership team of The Wharton School of Business Alumni Club of St. Louis, heading their marketing and communications efforts. She is also a member of the marketing and communications board of the Missouri Bankers Association. Gironde is an advocate for women in business, particularly career moms. She is active on LinkedIn, advocating for systems and structures that support women in their many roles.

Gironde finds great satisfaction applying her experience and talents to purpose-driven work, including helping people lead healthier and more fulfilling lives through access to healthy food, opportunity, and reasonably priced capital. "Midwest BankCentre's purpose is to help our regional communities thrive, providing access to opportunity and reasonably priced capital to nearly 10,000 local businesses, 1,000 local nonprofits, and thousands of local families," said Gironde. "I feel privileged to tell the story of Midwest BankCentre, shining a bright spotlight on the incredible work the Bank is doing in our region to help more people buy homes, start and scale businesses, fund educations, and realize their dreams."

Gironde 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 a native of St. Louis, Missouri, and lives in Wildwood with her husband of 10 years, their son (9) and daughter (6).

### ***About Midwest BankCentre***

Midwest BankCentre's current assets exceed \$2.5 billion and deposits total more than \$2 billion. A mainstay of the greater St. Louis community banking scene since 1906, the Bank employs a staff of about 285 working at 16 bank locations in the City of St. Louis, St. Louis, Jefferson, and St. Charles counties in Missouri and a loan production office in St. Clair County in Illinois. It empowers people, enables business, and energizes 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.

Midwest BankCentre 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. The Bank has been recognized for its success in bringing access to reasonably priced capital to traditionally underserved markets and elevating financial inclusivity by addressing the banking needs of low and moderate income market customers who are often overlooked. Recent awards include the 2023 Innovation in Philanthropy Awards from the *St. Louis Business Journal*, the 2022 Champions of Diversity & Inclusion Award (for-profits) from the *St. Louis Business Journal*, and Energage's 2021, 2022, and National Top Workplace Award for diversity, equity, and inclusion practices.