



## Jill Castilla President and CEO

President and CEO Jill Castilla led a 180 degree turnaround at Citizens Bank of Edmond and broke virtual radio silence through the power of social media. In 2015, she was named to “Oklahoma’s Most Admired CEOs”, “Most Innovative CEOs in Banking”, “Community Banker of the Year” and “Most Powerful Women in Banking.” To Jill, social media is the equivalent of going to “a million chamber of commerce events and shaking everyone’s hand.”



Citizens Bank went from having no audience to more than 40,000 views on YouTube and 30,000+ followers who engage with the bank through Twitter, Facebook, YouTube and Instagram. Jill has been interviewed on BloombergTV, TheStreet.com and all local TV and radio stations. Jill ranks #1 on ICBA’s list of Twitter influencers.

Citizens Bank of Edmond received *American Banker’s* “Top Team” award two consecutive years in 2014 and 2015 and has been named “Best Locally Owned Business”, “Best Bank” and “Best Customer Service” by local publications for nine years running. Citizens’ Heard on Hurd event, a downtown Edmond block party spearheaded by Jill, had more than 100,000 attendees in 2015 and generated more than \$2.6 million in economic activity.

Jill previously served in the U.S. Army and Oklahoma Army National Guard as a construction and civil engineer, at the Federal Reserve Bank of Kansas City in various management positions and with a community bank in Minnesota as senior vice president in finance. At Citizens Bank of Edmond, she’s served in the positions of chief credit officer, chief operating officer, chief financial officer and her current position of president and chief executive officer. Her academic background includes a master’s degree in economics from the University of Oklahoma and a graduate degree from the University of Wisconsin-Madison’s Graduate School of Banking. Jill is a distinguished alumna of Hawaii Pacific University.