

# Fifteen Years of The People You Know:

## Texas Regional Bank's Diversified Approach to Building a Winning Team

As Texas Regional Bank (TRB) celebrates its 15th anniversary, we reflect on the tremendous growth we've achieved—particularly in building a winning team. The bank itself has evolved from core banking, with fewer than 20 employees, to a diversified financial services company of nearly 600 team members. While the bank has expanded from core banking, adding programs, services, departments, and divisions, one thing has remained constant: our diverse approach to finding and developing our most valuable asset, our people.

We've grown into four regions around the state and 35 locations, but our mission to “Be The People You Know in The Communities We Serve,” has remained essential. Maintaining a strong culture through expansion takes deliberate effort for any growing organization. Since the beginning, at TRB, we have prioritized a substantial investment in our people, so we can continue to develop our locations throughout each region and maintain our culture throughout the organization.

## Three Archetypes of TRB Culture

As we grow our team, we have found that three types of individuals make our teams and our organization thrive:

1. Homegrown leaders rooted in a community
2. Individuals with grit and a passion for being intrinsically motivated
3. Acquisition team members

### **Homegrown Leaders:**

People don't bank with a bank; they bank with a banker. So, when we enter a new market and look at building a branch, our first priority is identifying a leader rooted in that community—someone who is already a trusted voice and center of influence. We believe we are successful, when our communities are successful, and we find this approach creates the healthiest relationships. Rather than finding the location for a new branch and assigning a team member to it, we find the right person in the community and build a branch on the foundation of their relationships.

Homegrown leaders who are already deeply engaged in their communities are able to represent TRB in their networks with authenticity. They can tap into and engage with organizations and groups throughout their community even before construction begins. This approach is a key component of what TRB aims to be for their customers, allowing them to grow their business while staying true to who they are.

### **Individuals with Grit:**

Another approach we use to growing a successful team is to look at current employees who exhibit extraordinary work ethic, strong grit, and are generally committed to being the best at what they do. From those who began with us in entry-level roles—like credit analysts or part-time tellers—and are now leaders in various departments, to those who joined the bank as specialists but grew into leaders overseeing multiple areas, TRB has no shortage of individuals who exhibit exceptional work

ethic and resilience for their team and the organization. These individuals have dedicated time to establishing and defining the process and operation of their departments to best serve the organization, and as result, achieved milestones along the way that propelled them to the leadership roles they assume today.

As one team member reflected:

“I started as a part-time teller while attending school. I later became a personal banker, then was promoted again to my current role as a treasury management sales officer. I’m proud of the opportunities TRB has provided—each milestone helped shape my career.” - Adriana Medrano

### **Individuals Who Adopt & Grow the TRB Culture**

In recent years, strategic acquisitions have introduced new talent to TRB. With new integration, our focus has been to clearly communicate our values and culture. We invest time to ensure new team members preserve our TRB culture while maintaining the individuality that makes them an effective part of our team.

In the last 15 years, TRB has gone through four major acquisitions: Falfurrias State Bank, Blanco National Bank, Border Capital Bank, and Access Bank. Through each of these acquisitions, TRB has identified individuals who not only adopt the TRB culture but encourage others to grow and lead from within the organization.

One bank executive refers to these employees as “bonus team members” who play critical roles within the organization, from our Chief Compliance Officer, to all eight of our Regional Presidents. These leaders have expressed that TRB recruits the best of the best; a reason these bonus employees decide to stay on with the bank after being acquired. From our first acquisition to our most recent expansion, we’ve built a unified culture across our Texas regions by investing in the people who are investing in the communities we serve.

Whether supporting chambers of commerce, economic development councils, or education foundations, team members added through acquisition continue to show up in meaningful ways in each of the communities we serve.

### **Engaging with Candidates Through Digital Outreach**

Over the past year and a half, we have had some incredible milestones achieved through our LinkedIn talent engagement efforts. Thanks to our strategic digital outreach and the compelling content shared, we’ve significantly expanded TRB’s brand presence and candidate pipeline.

Here’s a snapshot of our progress:

- 2023: **3,037** candidates applied
- 2024: **6,561** candidates applied
- 2025 YTD: **5,391** candidates have already applied

This growth is a direct result of how we've leveraged LinkedIn to amplify our brand and culture and connect with top talent. Over the past year and a half, through a combination of LinkedIn InMail's, job impressions, employee content, ads, and sponsored posts, **299,167** candidates became aware of TRB. Even more impressively, we've actively engaged with **36,008** of those candidates through various LinkedIn touchpoints such as emails, job views, company page visits, ad clicks, and posts. This expanded reach has not only enhanced our talent pool but also empowered our leaders with a broader range of candidates to evaluate alongside those they've sourced directly. Also, over the past year and a half **109** total hires are a direct result of our presence in LinkedIn.

As candidates move through the application process, TRB's Human Resources department continues to share the TRB story with 10-20 candidates per day around how the bank has grown, our culture, and career growth potential.

## The Path Ahead for the People You Know

Reflecting on 15 years of growth, our constant has always been our people. Homegrown leaders with roots in new markets, driven professionals with grit rising through the ranks, or new team members from acquisitions who choose to stay and lead—each employee contributes to preserving the cultural fabric that makes the TRB brand.

We deliberately build branches around teams rooted in their communities, and this deliberate investment in relationships, instead of transactions, continues to shape the strength of our organization today.

As we grow in our regions, we are focused on our mission, to be the people we know. That includes recruiting the people we know, to look like the people in the communities we serve.

Fifteen years in, "The People You Know" isn't just a tagline—it's our business model, our culture, and our commitment to every community, customer, and team member we continue to serve.