

career {

IN HER WORDS / Leadership TOOLBOX

Marian Creel on Knowing the Business

Marian Creel, 47, is the senior vice president and retail services manager for Western National Bank. Her 30-year career in banking started with a summer job looking up balances on microfilm after her high school graduation.

Even as a bank manager in the big, corporate bank world, I had always made a point to stay involved in both the sales and operations side of the bank. That turned into a tremendous asset when I moved into community banking. And it gave me the confidence to join the bank president when he decided to start a bank of his own.

My transition from a large corporate bank to a small community bank presented many challenges. In a big bank, there are specialized departments for the back-office operations, legal matters, liquidity, marketing and investing, etc. The



focus is handling the daily operations, clients, staffing, and sales and service, but the details are handled outside the branch.

In a community bank environment, you are responsible for every aspect mentioned above. Each department can make the difference between being a successful, profitable bank or just one of many community banks that have opened up in recent years.

In our new venture, Western National Bank, everything has been up to us to make it successful. I have learned that a key to my contributions is having a thorough understanding of all aspects of our sales and operations—and knowing that there are always new things to learn. The pressure is high, but knowledge provides me with the confidence needed for success.

Connect with Marian Creel at (602) 553-7444 or visit www.wnbank.com.