



For Immediate Release

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Date: August 16, 2022

PRESS RELEASE

Ballston Spa National Bank Expands Executive Team

Recognizes past performance while positioning for growth and increased market share

(BALLSTON SPA, N.Y.) – [Ballston Spa National Bank \(BSNB\)](#) announces the addition of Cynthia Minuti in the new role of Senior Vice President and Chief Customer Officer. Minuti joins the executive team as a senior leader responsible for the oversight of Wealth Management, Retail Banking and Marketing according to Christopher R. Dowd, President and CEO. As the company’s Chief Customer Officer, Minuti will focus on branch and brand expansion, optimization of the customer journey and delivering an exceptional omni-channel customer experience.

Ms. Minuti relocated to the region after having served more than 25 years in senior level positions at both community and international financial institutions. Most recently Minuti was the SVP, Retail Strategy and Delivery at Landmark Credit Union in Wisconsin. Minuti brings a broad range of leadership savvy in customer experience, colleague engagement and knowledge gained from operating her own marketing and public relations firm. “Cynthia has the skills necessary to pursue growth opportunities while enhancing our commitment to customer service and support. Recognizing the bank’s consistent levels of growth and financial success over recent years, the addition of Cynthia in the new role also serves to broaden and strengthen our senior leadership team”, said Dowd.

With the addition of the new Chief Customer Officer position, Margaret de Koning, who has served as the Company’s Executive Vice President and Chief Banking Officer since 2005, will assume the new role of Executive Vice President and Chief Credit Officer. In this capacity she will retain responsibility for the oversight of Commercial Banking, Retail/Residential Lending and Treasury Management. de Koning will now also be responsible for the oversight of Credit Administration. “These changes allow Peggy and her team to focus on what we consider to be ample growth opportunities in the Commercial Banking arena and Retail and Residential lending markets”, said Dowd.

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(Front) Christopher Dowd
(Standing left to right) Cynthia Minuti, James Dodd, Peggy de Koning

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ABOUT BALLSTON SPA NATIONAL BANK

BSNB is a locally focused relationship-driven community bank invested in making a difference not only for customers but our community as a whole. Through a combination of personal service and high tech convenience, BSNB offers a wide range of financial products and services to individuals, families, municipalities, nonprofits and businesses throughout New York's greater Capital Region. Find out more about BSNB's offerings [here](#). To become part of BSNB's online community, please visit us on [Facebook](#), [Twitter](#), and [LinkedIn](#).