



## Longtime Orange County and Silicon Valley marketing executive Dwight Flenniken III joins Sunwest Bank as Chief Marketing Officer

Sunwest Bank will benefit from Flenniken's years of digital experience during their launch of new products like online account creation and expanded lending products.

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*May 14, 2019*

*IRVINE, Calif.* – Sunwest Bank, the oldest independent bank in Orange County with locations in Arizona, California, Idaho and Utah, announced today the appointment of Dwight Flenniken III to the position of Chief Marketing Officer. The hiring follows Sunwest Bank's planned expansion and growth throughout its four current states and beyond.

"Dwight's experience building and leading teams of marketing professionals, and his expertise in the financial technology space were key assets we wanted in our new CMO," said Carson Lappetito, President of Sunwest Bank. "We are excited to have him join our team, and believe he is the right individual to help us navigate the ever-changing marketing landscape in our industry."

In this position he will oversee the bank's brand and continuous digital growth of deposit accounts, as well as Sunwest's vast array of lending products. He and his team will be working closely with sales staff to build and nurture new and existing client relationships for the bank.

"We are very pleased to have a person with Dwight's experience and skills become our Chief Marketing Officer. He is a great addition to the Sunwest team," said Eric Hovde, Chief Executive Officer of Sunwest Bank.



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Flenniken has built a nearly 20-year career in marketing and has functioned as a Chief Marketing Officer for multiple organizations throughout Orange County, Los Angeles and Silicon Valley.

“I am thrilled to join Sunwest Bank and assist them in this time of growth,” said Flenniken. “I am confident my expertise will prove to be an asset to the bank as we expand our brand and digital footprint. I believe Sunwest is well positioned to grow in a way that allows them to continue providing personal banking relationships, while offering digital solutions for new and current clients.”

Flenniken earned his Bachelor of Arts degree in Journalism from California State University, Long Beach. He currently resides in Huntington Beach, California with his wife Antoinette and their two children.

For more information on Sunwest Bank’s products and services, visit [www.sunwestbank.com](http://www.sunwestbank.com)

## **About Sunwest Bank**

*Sunwest Bank, founded in 1969, is a privately held commercial bank with over \$1.3 Billion in assets and headquartered in Irvine, CA, with operations in California, Arizona, Idaho and Utah. We are an entrepreneurial business bank with a long tradition of providing excellent service to entrepreneurs, privately held corporations, family offices, small-medium size business and real estate developers throughout the Western United States. Sunwest Bank is a Member FDIC and Equal Housing Lender. More information about Sunwest Bank and its full line of products and services is available at [www.sunwestbank.com](http://www.sunwestbank.com).*

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\* \$1.3 Billion in assets as of 12/31/18 - © 2019 Sunwest Bank



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