



FOR IMMEDIATE RELEASE

Liberty Savings Bank Elevates Regional Leadership with the Promotion of Danielle Bachar to Senior Vice President, Region Sales Manager

SARASOTA MANATEE, FL – We're excited to share that Danielle Bachar has been promoted to Senior Vice President, Region Sales Manager! Danielle has been a key part of the Liberty Savings Bank team for 18 years, and her new role is a huge win for our Sarasota-Manatee clients. It's another way we're doubling down on our commitment to providing the kind of personal, relationship-driven banking our community deserves.

In her expanded role, Danielle will oversee the strategic direction of the region's sales culture and business development. Her leadership ensures that every Liberty Savings Bank financial center remains focused on delivering a "Hometown" banking experience—combining sophisticated financial products with the personalized attention only a community bank can provide.

"Danielle's 18-year tenure at Liberty Savings Bank is a testament to her deep commitment to our clients and the local community," said Ryan Powell, CEO at Liberty Savings Bank. "Her promotion to Senior Vice President reflects her proven ability to lead high-performing teams that prioritize the financial well-being of our neighbors and local business owners."

Under Danielle's regional leadership, clients can expect a heightened focus on several key service areas:

- **Comprehensive Financial Solutions:** Expert oversight of consumer, mortgage, and commercial lending to ensure clients have access to the right capital at the right time.
- **Streamlined Customer Experience:** A commitment to responsive, local decision-making that removes the hurdles often found at larger, national institutions.
- **Tailored Business Growth:** Strategic support for local entrepreneurs through specialized small business relationships and community-focused banking tools.
- **Expert Guidance:** Leading a team of Financial Center Sales and Relationship Managers mentored to provide proactive advice, ensuring every client has a clear path toward their financial goals.

Danielle's nearly two decades of experience within the Sarasota-Manatee market allow her to navigate the unique economic landscape of the region with precision. Her promotion reinforces Liberty Savings Bank's position as a leader in the Florida banking community, where local expertise meets modern banking convenience.

About Liberty Savings Bank, FSB

Liberty Savings Bank is driven by a passion for better banking and building a stronger community. They offer a full suite of excellent business and personal banking services. Their dedicated team provides the best products—from checking, savings, and mortgages to HELOCs, business, and personal loans—all with our client's interests at heart.

Media Contact:

Kristal Redmon, Talent Acquisition Partner
Liberty Savings Bank, FSB
Ph. (941) 250-3245
6230 University Pkwy., Ste. 101
Lakewood Ranch, FL 34240







 **LIP**
SA
BA

you