



**For Immediate Release**

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## **Heritage Bank & Trust Appoints Felicia Y. Brown as Senior Vice President Treasury Management Officer**

*Columbia, TN – July 8, 2024* – Heritage Bank & Trust is pleased to announce the appointment of Felicia Y. Brown as its new Senior Vice President of Treasury Management. With over 22 years of distinguished experience in the banking industry, Felicia will play a pivotal role in shaping the Bank’s strategic direction for treasury management solutions and spearheading marketing initiatives.

Brown’s extensive leadership background makes her a valuable asset to the Heritage Bank & Trust team. “Felicia has a proven track record of driving deposit growth through tailored solutions and cultivating strong client relationships. Her expertise in treasury management will be instrumental in expanding the Bank’s range of business products and nurturing commercial customer partnerships,” commented Jim Robinson, President & CEO of Heritage Bank & Trust.

Before joining Heritage Bank & Trust, Felicia served as the Chief Marketing and Communications Officer, overseeing brand management, communication efforts, and marketing initiatives. Her previous roles include Senior Treasury Management Officer with a \$2 billion financial institution, where she formalized the treasury management suite of services. Felicia has also served as the Product Development Officer, equipping her with the experience needed for growth efforts, leading innovation, and establishing strong small business customer connections.

Felicia stated, “I am honored to contribute to Heritage Bank & Trust’s commitment to building community relationships with integrity and exceptional customer service. Working with such a dedicated team, I look forward to serving the financial needs of our communities.”

Robinson continued, “We are delighted to have Felicia join us as the Senior Vice President Treasury Management Officer. Her extensive knowledge and leadership skills will further our commitment to commercial customer engagement and innovation.”

Brown holds a bachelor’s degree from Middle Tennessee State University and is a graduate of the Southeastern Banking School and the Louisiana State University Graduate School of Banking. With deep roots in the communities we serve, Felicia currently resides in Lawrence County with her family.

Heritage Bank & Trust, celebrating 18 years of community banking, has locations in Columbia, Centerville, Lawrenceburg, and Mt. Pleasant. As of June 30, 2024, the Bank’s total assets stand at approximately \$369 million.

For more information about the difference banking local can make, visit Heritage Bank & Trust’s [website](#) or call 931-388-1970.

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1350 TN-100  
Centerville, TN 37033  
931-688-0187

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931-388-1970

Lawrenceburg Branch  
2305 N. Locust Avenue  
Lawrenceburg, TN 38464  
931-231-7000

Mt. Pleasant Branch  
109 S. Main Street  
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