



GENESIS BANK HIRES HEAD OF COMMUNITY IMPACT

Orange County, CA, October 17, 2023 /Business Wire/ -- Genesis Bank (“Genesis” or the “Bank”), announced today that Amilcar “Amil” Aaron has joined the Bank as Senior Vice President, Head of Community Impact, and is responsible for leading the Genesis Bank Institute for Entrepreneurship (“GBIE”), the Genesis for Good Foundation, as well as the Bank’s overall efforts to positively impact all of the Bank’s constituents, including its clients, employees, and the community at large. GBIE is the Bank’s business incubator and advisory division focused on taking collective action to help accelerate the growth and success of small to mid-sized, family-owned, and minority-owned businesses, and diverse entrepreneurs. Through its entrepreneurial ecosystem, GBIE is committed to breaking down barriers and expanding pathways to economic mobility and advancement through a broad range of engagement platforms, programming, and financial education. The Genesis for Good Foundation is the Bank’s 501(c)(3) public non-profit dedicated to building strong, inclusive, and vibrant communities by mobilizing private and public resources to support initiatives focused on economic and workforce development, affordable housing, health and human services, and diversity and inclusion.

Stephen H. Gordon, Chairman and Chief Executive Officer of Genesis Bank, stated, “On behalf of the entire Genesis team, we are honored and thrilled to have Amil join us in this very important role as Head of Community Impact. As one of only two diverse, multiracial Minority Depository Institutions in the U.S., out of nearly 4,700 banks, our commitment to supporting our communities is fundamentally ingrained in our mission as a banking institution. Throughout his extensive career and involvement with the community, Amil has demonstrated the capability and passion to support ingenuity, education, advancement opportunities, and expansion for a wide range of businesses, including small, mid-size, corporate, minority-owned, nonprofit, and governmental. We look forward to working with Amil to collectively increase our levels of engagement and expand our reach into the communities we serve.”

Amil Aaron stated, “I am excited and deeply honored to join Stephen and the Genesis Bank team, where I have the great privilege of championing diverse entrepreneurs, driving community transformation, and accelerating inclusive economic growth at scale. Through my personal experience as an entrepreneur, this role is the perfect pairing of my professional and personal passions, which align with the Bank’s commitment to support the growth, success, and entrepreneurial spirit of the diverse, small, and mid-size business communities across Southern California. Together, we will redefine opportunity and empower dreams.”

Mr. Aaron joins Genesis Bank from Synergies Group, where he was a Managing Partner with over 15 years of cross-functional experience producing flagship events, community engagement programs, DEI initiatives, and partnerships that engage diverse audiences and create financial value. Mr. Aaron has an extensive client portfolio of projects and corporate partnerships that he has established with Fortune 500 companies including Microsoft, Nike, AT&T, Comcast, Intel, Merck, Northrop Grumman, Starbucks, Salesforce, and X (formerly Twitter). Mr. Aaron is a community connector known for cultivating relationships across diverse local communities, businesses, nonprofit organizations, and governments to establish collaborative efforts that bridge gaps and solve problems. Through his extensive DEI experience, Mr. Aaron is frequently called upon to advise organizations on equity strategies and best practices. Mr. Aaron is also the Founding Chairperson of the City of Irvine’s Diversity, Equity, and Inclusion Committee, a member of the Irvine Mayor’s Advisory Council, a Regional Advisory Board member for the National Society of Black Engineers, and Founding Chairperson of the Black, Indigenous, and People of Color (BIPOC) Orange County.



About Genesis Bank

Genesis Bank is a California state chartered commercial bank, organized by a group of highly experienced and successful bankers, investors, and business professionals. The Bank focuses on serving the financial needs of small to mid-sized businesses and owners, and investors in income-producing multifamily and commercial real estate located in the Bank's Target Markets of Los Angeles, Orange, Riverside and San Bernardino Counties, California. Additionally, Genesis Bank is designated by the FDIC as a Minority Depository Institution ("MDI"), and is one of only two diverse, multi-racial MDIs in the U.S. The Bank is powered by GenTeckSM, a groundbreaking combination of best-in-class technologies, which are tightly integrated to give clients a seamless, digital first, and transparent experience. The Bank's products, services, and solutions primarily include traditional commercial business, Small Business Administration (SBA), income property, and owner-occupied commercial real estate loan and deposit products, as well as treasury management, escrow, and Section 1031 exchange services and solutions. Genesis Bank is headquartered in Orange County, California, and can be found online at www.mygenesisbank.com. Genesis is an Equal Housing Lender and Member FDIC.

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