

## **Deena London builds on three decades of experience, community engagement at Magnolia Bank**

March 8 marks International Women's Day and serves as a reminder of the extraordinary achievements, resilience, and contributions of women across the globe. This day also highlights the spirit of tenacity and vision that women leaders evoke in their positions, like our leader, Deena London.

Magnolia Bank prides itself on its community-oriented approach to banking, known as the "Magnolia Way," centered on fostering exceptional customer experiences through personal connections. Deena London, Magnolia Bank's President and Chief Bank Executive, has spent the past three decades establishing numerous connections both within the bank and throughout the community.

Deena's journey with the bank commenced in 1993 when she joined as a teller while concurrently pursuing her education at Elizabethtown Community and Technical College. Juggling a full-time job and raising her three daughters, Deena earned her associate degree from ECTC and subsequently her bachelor's degree in science.

Deena soon transitioned into an accounting role that laid the foundation for a prosperous career. Her multifaceted career path led her to oversee pivotal areas within the bank, including Operations, Human Resources, Retail and IT. Her leadership prowess became evident as she assumed the role of Chief Financial Officer in 2012, followed by her appointment as President in 2019.

Beyond the boardroom, community service has been intrinsic to Deena's life. She serves as Secretary to the Board for the Hardin County Chamber of Commerce, Treasurer for the Down Syndrome Association of the Heartland and serves on the Campaign Committee for the Home for Hope Family Scholar House project in partnership with the ECTC Foundation. She has also volunteered with the American Cancer Society Relay for Life, with various school athletic organizations for her daughters and at church in various roles.

A native of LaRue County, Deena moved to Elizabethtown in 2016 with her husband, Daniel. Reflecting on her experiences, Deena expressed gratitude for the supportive environment both within Magnolia Bank and the broader community.

"I have been able to work with so many great leaders and look forward to building on those relationships in the years to come," she said.