



## Leadership Transition

### Customer FAQs

#### What changes are happening at the bank?

On July 9, 2018, Brian Vance, CEO of Heritage Financial Corporation and Heritage Bank, announced his plans for retirement in July 2019. This is the start of a leadership transition resulting from a methodical, long-term succession planning process to ensure a seamless transition for Heritage customers, employees and investors.

In anticipation of his retirement, Brian has been transitioning day-to-day management responsibilities for Heritage Bank to Jeff Deuel, who was named CEO & President of the bank subsidiary effective July 9, 2018. Jeff has also assumed the role of President of Heritage Financial Corporation. He is joined in this transition by Bryan McDonald, who has taken on the role of Chief Operating Officer of the bank.

#### When will Brian officially retire?

Brian will remain CEO of Heritage Financial Corporation until July 1, 2019. At that time, he will assume the role of Executive Board Chair of Heritage Financial Corporation, where he will oversee board activities and continue his involvement in investor relations as a part-time employee. He will serve in that capacity until May 2020, at which point he will become Board Chair and no longer be an employee of the company.

#### Why is Brian retiring now?

Brian has been in banking for over 46 years, a leader at Heritage Bank for 22 years and CEO for the past 12 years. In approaching retirement, Brian wanted to ensure a smooth transition for the leadership team. The structure of this transition process allows for Brian's continued involvement with the bank in a significant role as Executive Board Chair – and later Board Chair – which is important to him. Equally important to Brian, this process provides others the opportunity to lead the bank toward continued success and growth.

#### How long have Jeff Deuel and Bryan McDonald been with Heritage Bank?

Jeff Deuel joined Heritage in 2010 as Executive Vice President. In 2012, he assumed the role of President & Chief Operating Officer. Jeff has over 30 years of banking experience including eight years at Heritage.

Bryan McDonald came to Heritage in 2014, bringing with him more than 20 years of managerial experience in sales, credit, operations, commercial banking and residential real estate. Prior to joining Heritage Bank, Bryan served as CEO & President of Whidbey Island Bank. Bryan is being promoted from Executive Vice President & Chief Lending Officer to Chief Operating Officer of the Bank.

#### How will this transition impact the bank's community service initiatives?

Heritage Bank is proud to support the communities we serve through employee volunteer hours, financial contributions and leadership. Community service has and will continue to be a core pillar of our organization.



### **Will there be anything new to look out for?**

Heritage is continuously developing new ways to better serve our growing customer base. In addition to refining our financial products and services, Heritage Bank remains committed to leveraging technology to constantly enhance the customer experience.

### **If I have additional questions, who should I ask?**

This is an exciting time of transition and growth for Heritage Bank. Please don't hesitate to reach out to your banker or email us at [Support@HeritageBankNW.com](mailto:Support@HeritageBankNW.com).