



First Independent
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First Independent Adds Branch Sales And Administration Manager To Retail Banking Team

Vancouver, WA – First Independent has welcomed Bobbi Heitschmidt to its Retail Banking Group. Heitschmidt, Vice President, Branch Sales and Administrative Manager, supervises branch team leaders and the administrative team that supports the bank’s branch network.

A 20-year veteran in the financial services industry, Heitschmidt most recently served as a regional sales manager for The Hartford, in Seattle. She holds a Bachelor of Science in business administration from University of Northern Colorado.

“Bobbi brings a wealth of experience leading sales teams, establishing strong business relationships and increasing organizational performance,” says Renee Neman, Senior Vice President and Director of Retail Banking. “While First Independent has stepped aggressively into the use of multiple channels for banking (online, mobile and virtual banking), our branch system is the linchpin of our retail organization, and we’re pleased to have Bobbi’s energy and strategic thinking to lead our teams.”

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A full service community bank with assets of nearly \$1 billion, First Independent is celebrating its 100th anniversary this year. The bank serves SW Washington and Portland residents and businesses from 20 branches and offices in the region and a variety of online and mobile banking services. Headquartered in Vancouver, WA, with a long tradition of supporting local community organizations, First Independent is committed to enhancing the economic vitality and quality of life in the Pacific Northwest. Member FDIC.