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BCT - Bank of Charles Town Continues Growth Strategy, Hires Bryan Decker To Lead Marketing and Communications



CHARLES TOWN, WV, July 26, 2018 /PRNewswire/ -- BCT, Bank of Charles Town, recently welcomed Bryan Decker to their executive team. He will serve as Senior Vice President, Director of Marketing and Communications. Bryan's responsibilities include overseeing strategic initiatives that improve brand recognition and loyalty, market expansion, community involvement, and support loan and deposit growth.

Bryan has over 15 years of experience leading marketing and communications efforts for community banks. He served most recently as Senior Vice President of Marketing and Communications at WashingtonFirst Bank in Reston, Virginia, that was recently acquired by Sandy Spring Bank. Prior to community banking, Bryan worked at United Airlines where his last position was Senior Staff-Service Quality Champion at their World Headquarters in Chicago, IL.

"Having Bryan join the BCT team is thrilling," said Alice Frazier, BCT President and CEO. "His success and experience helping community banks grow their brands will help BCT share our unique story with existing and new markets in a fresh and authentic way."

Bryan stated, "The opportunity to help BCT tell their story of 147 years of genuine community banking is a wonderful opportunity. Their bankers are authentic, others-first people and a great fit for me. I'm excited to serve such an impressive organization."

Bryan is actively involved in the community where he serves on the Board of Directors for The Loudoun Community Breakfast, the Redskins Charitable Foundation's Welcome Home Luncheon, and the Inova Health Foundation's Honors Gala. He formerly served on the Board of FCA of Loudoun County. Bryan and his wife Helen live in Loudoun County and attend Cornerstone Chapel in Leesburg. They have two adult children who live out of state.

About BCT

BCT - Bank of Charles Town, also known as The Community's Bank, is a wholly owned subsidiary of Potomac Bancshares, Inc. BCT is a locally owned community bank with eight convenient offices serving Loudoun County, Virginia, the Eastern Panhandle of West Virginia, and Washington County, Maryland. For more information, visit our website at www.mybct.com.

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