



For Immediate Release

June 26, 2019

Heritage Bank Names New Senior Vice President & Marketing Director

Burlington, KY - Heritage Bank (www.heritagebank-ky.com) has named Allison Dubbs as their new Senior Vice President & Marketing Director.

Ms. Dubbs brings to the bank over twenty years of marketing and communications strategy and leadership experience from around the Greater Cincinnati area. She has worked extensively within industries as diverse as financial services, healthcare, technology, e-commerce, retail sales, and government.

Prior to joining the bank, she built and led a high-performance, award-winning team focused on consumer marketing, professional optometry marketing, corporate communications, internal communications and public affairs for EyeMed/Luxottica. For The Dental Care Plus Group, she helped build both a program and a team that aligned with the company's expansion aspirations and was responsible for B2B and B2C marketing, corporate communications, and shareholder communications. Her most recent position was as Founder & Principal of ADventures Consulting, LLC, an integrated marketing and communications consulting firm.

"As we continue to expand our footprint in the Northern Kentucky and Greater Cincinnati region, we knew we needed a dedicated leader with a record of marketing and communications achievements to help align our strategy and messaging across all channels," said Heritage Bank President & CEO Lytle Thomas. "Allison is the transformative professional we've been looking for to help us do just that."

A graduate of Otterbein University in Westerville, OH where she earned a Bachelor of Arts degree in both Communications and Music Performance (Vocal), she also holds an MBA from Xavier University, and is currently pursuing a Certification in Digital Media & Marketing from Duke University.

She resides in Montgomery, Ohio.

About Heritage Bank

Heritage Bank was chartered in 1990 by a group of local businessmen who, in the face of expanding interstate banks and national bank holding companies, wanted to preserve the concept of local banking. They believed then, as they do now, that there is great benefit in personal banking—knowing customers on a first-name basis and understanding the financial needs of individuals, families and their businesses. Heritage Bank has 18 [offices](#) across Boone, Kenton, Campbell, Pendleton, and Grant counties in Kentucky and Mason, OH. All locations are ready to serve you. Member FDIC. Equal Housing Lender. For more information, visit <http://www.heritagebank-ky.com>.



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