

Independent Financial doubles down on economic optimism in 2021 with strategic new hire

Independent Financial hires veteran banker Tiffany Cason from Capital One to lead its middle market banking division

McKINNEY, TX (January 19, 2021) — Independent Financial (NASDAQ: IBTX), a relationship-driven bank headquartered in McKinney, has hired Tiffany Cason as Head of Middle Market Banking for the State of Texas.

Ms. Cason comes to Independent Financial from Capital One, where she served as the president in the Dallas/Fort Worth market for the past five years. She brings two decades of banking leadership experience with her, including prior roles at BBVA Compass and Wachovia (now Wells Fargo). Ms. Cason will work with the 1500 employees across Independent Financial's network to ensure continuity across all lines of business while working to attract new business verticals.

"I am looking forward to leveraging the vast network Independent Financial has with its bankers throughout Texas to strategically grow our Middle Market division," said Cason. "I am joining an institution that values speed to market coupled with a deep understanding of each client's unique needs. We provide strategic advice, flexibility and creativity to the middle market sector as those companies look to grow organically, plan acquisitions or recapitalize their balance sheet."

With a strong sense of economic optimism for 2021, Independent Financial has made it a priority to recruit and attract top banking talent to continue to build its community-minded focus around middle market business. The Middle Market banking team will focus on providing access to seasoned, experienced talent to middle market businesses that do not often receive personalized services or attention from top leadership at the biggest banks.

"We operate in some of the best markets right now for businesses, and Tiffany represents exactly who we want to lead this division" said Independent Financial Chief Banking Officer Michael Hobbs. "Tiffany and I know that the personal relationships, strategic counsel and value-added partnerships we provide still matter to today's business owners, CEOs and CFOs. Her experience and commitment to service will ensure that every business is just a phone call or email away from a local partner that can assist in achieving its goals."

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About Independent Financial

Independent Financial (NASDAQ: IBTX) provides a wide range of relationship-driven banking products and services tailored to meet the needs of businesses, professionals and individuals. Independent Financial operates in four market regions located in the Dallas/Ft. Worth, Austin, and Houston, Texas areas and the Colorado Front Range region. For more information about Independent Financial visit www.ifinancial.com.

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