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‘Utah Business’ magazine names Town & Country Bank president as CEO of the Year

ST. GEORGE, UT—The state’s leading business publication, *Utah Business*, has given its 2015 CEO of The Year Award to Town & Country Bank president Bruce Jensen. The award “honors executives who exude innovation, show sound business judgment and have seen proven financial success.”

Jensen is one of nine leaders to receive the award this year. Other recipients include executives from fields ranging from technology to non-profit.

Having led the organizing effort to form Town & Country Bank, Jensen became its CEO when the bank opened in 2008. Despite a challenging economy, strict regulatory limitations on new banks’ growth and without economies of scale, he has guided Town & Country to high levels of profitability. The bank ranked between the top 3 and 5 percent of all U.S. banks for each of the four quarters in 2014, according to *Bank Trends*. Town & Country has also posted profits in 14 of the last 15 quarters.

Jensen is widely seen as an industry innovator. Combining the functions of teller, new accounts representative and customer service agent into one role, his concierge banker model was one of the earliest prototypes for today’s “universal banker”—a concept that has recently gained mainstream acceptance at many banks across America.

Additionally, Jensen pioneered an early debit card reward program, established a business courier to travel onsite to collect customer deposits and perform notary service, and launched an ongoing, weekly concert series held at the bank. The bank has several other competitive differentiators.

Regarding Town & Country’s success, Jensen attributes the bank’s strong performance to his team members. “We’ve been blessed with highly talented team members who are disciplined entrepreneurs, and who possess strong customer service skills. The collective organization has really won the *Utah Business* award.”

Before starting Town & Country, Jensen held management positions at large money center banks in Chicago, London, Southern California and Utah.

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