

Bruce K. Alexander

*President and Chief Executive Officer
Vectra Bank Colorado*

Since Bruce Alexander took the helm of Vectra Bank Colorado as president and chief executive officer in March 2000, he's effected numerous positive changes that built a successful and dynamic banking culture.

An advocate of individual development and team success in pursuit of organizational goals, Alexander leads Vectra Bank by drawing on a diverse background that incorporates marketing, finance, strategic planning and personnel management skills. Those talents, combined with more than a quarter of a century of banking experience centered on the corporate, commercial real estate, construction and consumer sectors, make him one of the top chief executives in Colorado's financial services industry.

Alexander put a recognizable face on Vectra Bank Colorado by launching a differentiated brand in the market. He led the process to merge 21 independent banks into one statewide franchise, along with developing the necessary infrastructure to support the venture. He streamlined operations by centralizing many functions to Vectra's parent company in Utah.

Credit administration, sales and portfolio performance have all improved significantly under Alexander's leadership, and his vision for Vectra led to the serving of small- to middle-market businesses along with their owners, managers and employees.

"I have really enjoyed my tenure at Vectra Bank," says Alexander. "We are continually learning so that we can continue to proactively serve our customers. I have an incredible team of people who have helped me reach my goal of making this a solid, customer-driven organization."

Prior to leading Vectra, Alexander was executive director of the Denver Urban Renewal Authority (DURA), which helps drive Denver's economic growth and urban vitality. He spent the previous 20 years managing other banks and serving as president of another Colorado financial institution.

A graduate of the University of Virginia, Alexander has developed a history of community involvement. He recently was appointed to the Federal Reserve Bank of Kansas City, Denver branch. He is chairman of the board of directors for Denver Health, which guides the region's only Level 1 trauma center. A past chair of the Downtown Denver Partnership, he still sits on the board of this nonprofit business organization that plans, manages and develops downtown Denver. He's also a member of the Colorado Forum and serves on the board of directors of the Denver Metro Convention and Visitors Bureau.

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Additionally, Alexander once served as a commissioner of the Boulder Urban Renewal Authority and was a member of the Boulder Parks and Recreation Board. He also supported the Emergency Family Assistance Association, Boulder County United Way, Denver Center City Housing Council and the Downtown Boulder Association.

Other former community involvement experience includes serving as chairman of the Colorado Association of Commerce and Industry, Boulder Chamber of Commerce and the Boulder Economic Development Council, as well as a board member of the Greater Denver Chamber of Commerce Foundation. Finally, he sat on the board of regents of the National Bank Marketing Association and was a national banking advisor for the American Bankers Association.

With assets of \$2.78 billion, Vectra Bank Colorado is a proactive, customer-focused organization dedicated to real relationship banking. Part of the Zions Bancorporation family of banks, Vectra serves Colorado's small, middle-market and corporate business clients with more than 40 full-service branches in communities across Colorado.