



## A bank marketer's road to happiness and success

Pamela McQueen once turned down Herb Kelleher, the charismatic founder of Southwest Airlines, when he said, “You should come work for me.” It’s a good thing she did. That pivotal decision set McQueen on a unique career path in banking, one filled with transformative opportunities, meaningful connections, and a dedication to empowering small businesses — a journey that continues to unfold with every new endeavor.

Now, as Vice President and Executive Director of TSB Business Education at Texas Security Bank, McQueen has built a reputation for blending strategic insight with a personal touch. Her journey, which spans years of navigating the intricacies of bank marketing, overcoming industry challenges and seizing opportunities, serves as an inspiring roadmap for others.

McQueen’s choice to enter banking rather than join Southwest Airlines



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marked the beginning of a career driven by purpose.

“Marketing in the banking sector isn’t just about promoting services; it’s about building trust and creating long-term value for clients,” she explains.

She recognized that in banking, she could make a more direct impact on small businesses and entrepreneurs — an idea that resonated deeply with her.

Banking isn’t without its challenges — especially in marketing where consumer expectations and regulatory demands are constantly evolving. McQueen encountered her share of obstacles, notably the swift digital transformation that swept through the financial sector. She found herself leading initiatives to meet clients’ growing preference for digital interactions while preserving the personal, relationship-based approach that defines Texas Security Bank.



Each challenge, McQueen reflects, taught her the importance of adaptability and perseverance. It's in these moments of change and challenge that she's found her greatest professional growth.

One of McQueen's proudest achievements is her role with the Texas Security Bank Academy, a program designed to equip business owners with essential financial and marketing knowledge. The Academy reflects her belief in the power of education as a tool for empowerment. This year, she's taking that vision a step further by collaborating with the Dallas Mavericks' Business Assist program, where she'll address 100 entrepreneurs. In her presentation, McQueen will share her success in building the Academy and the invaluable lessons she's learned along the way, hoping to inspire a spirit of innovation and resilience among these budding business owners.

McQueen's advice for those entering bank marketing is to embrace the unique blend of analytical rigor and creativity the field demands.

"Success in bank marketing requires more than understanding the numbers — it's about crafting a story that resonates with clients' goals and values," she says.

For those aspiring to make a similar impact, McQueen emphasizes the importance of staying client-centered, agile and open to change.

McQueen is well known for embracing change. It is the basis for her growth mindset which affects every area of her life and career. Always challenging herself, she says a quote from Zig Ziglar is what motivates her on the days when she needs a reminder.

"You cannot consistently perform in a manner that is inconsistent with the way you see yourself." — *Zig Ziglar*

McQueen says, "I am always stretching, always growing, always challenging myself."

McQueen's career is a testament to the rewards of following one's instincts, even when they lead away from glamorous offers and toward a path less traveled. Her journey demonstrates that, in an industry as structured as banking, there's still room for creativity, innovation and personal impact.

As her career continues to unfold, McQueen remains committed to empowering the next generation of marketers and entrepreneurs, shaping the future of bank marketing one story — and one client — at a time. 💎