

**This newspaper article was written in 2005 to profile a bank executive.**

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## **Oscar Moreno: Working in the Community Part of Bank Manager's Role**

Some might think that bank managers spend all of their time in their offices. It's not the case for managers working at Eastern Bank. Eastern Bank is the largest, independently owned mutual bank in New England, and branch managers are encouraged to get out in the communities and see to it that businesses and individuals are getting the services and products they need.

One such Eastern employee is Oscar Moreno, who manages the South Boston branch. Moreno's been with Eastern Bank for three years. Though he started out as an Account Representative, he's been promoted three times since he came on board.

Moreno's primary duties are basically to operate the branch, manage the staff, oversee the operational soundness, including performing audits to make sure that policies and procedures are being followed. He also makes sure that customers are being served. He manages a staff that includes an assistant manager, customer service representative, teller manager, and four tellers.

Promoting Eastern Bank within the South Boston community is Moreno's main focus, and to achieve this, he is out and about roughly 40% of the time. Visiting new business owners, meeting existing customers, and attending meetings of a host of organizations, including the Chamber of Commerce, are all part of his role.

Banking has long been a career goal for Moreno. He's a native of Arizona, and his first language is Spanish. He graduated from the University of Arizona in 2002 with a bachelor's degree in international business. He then attended Bentley College in Waltham, MA, where he earned his MBA (Master of Business Administration) this past May.

One of his professional goals is to expand his business knowledge by getting a better grasp of small banking. Then Moreno plans to go into international banking, which would let him utilize his multicultural background.

Outside of work, he's involved with several organizations. He's done a lot of work with ALPFA, the Association of Latino Professionals in Finance and Accounting, including leading seminars geared toward the Hispanic business community. He played a major role in the Money Conference, held last April in Chelsea, MA. It was sponsored by Eastern Bank, ALPFA, State Treasurer Timothy P. Cahill and State Senator Jarrett T. Barrios, and the Chelsea Human Services Collaborative. The purpose of the conference was to educate members of the Latino community on financial literacy.

Moreno has also worked with ABCD, Inc. (Action for Boston Community Development), which is a private, nonprofit human services agency dedicated to creating opportunities for upward mobility to Greater Boston residents.