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b1BANK Announces New Chief Human Resources Officer and Chief Communications Officer

Baton Rouge, La. – b1BANK has announced the appointment of Mike Pelletier as Executive Vice President (EVP), Chief Human Resources Officer and Mimi Singer Lee as Executive Vice President (EVP), Chief Communications Officer.

Pelletier has more than 30 years of human resource management experience, including 17 years at IBERIABANK Corp. as the Chief Human Resources Officer. He recently served as Area Vice President with Gallagher Benefit Services, Inc. and prior to that role, was the Director of Human Resources Strategy and Operations at First Horizon Corp. He holds certifications as both a Senior Professional in Human Resources (SPHR) and a SHRM Senior Certified Professional (SHRM-SCP). Pelletier earned a Bachelor of Science in Business Administration with a concentration in Finance from the University of Louisiana at Lafayette.

Mimi Singer Lee, PhD, has served as EVP, Chief Human Resources Officer at b1BANK since 2019 and will lead marketing and communication efforts as EVP, Chief Communications Officer. Singer Lee has played a dual role at b1BANK since 2020, leading both the human resources and marketing departments. In her new role, Singer Lee will focus on corporate culture, leading the marketing team in optimizing brand opportunities across the bank's footprint, and will have oversight of all internal and external communications strategy.

Pelletier and Singer Lee report to Jerry Vascocu, EVP, Chief Administrative Officer, who joined b1BANK from First Horizon Corp in 2022.

About Business First Bancshares, Inc.
As of March 31, 2023, Business First Bancshares, Inc., (Nasdaq: BFST) through its banking subsidiary b1BANK, has $6.3 billion in assets, $6.5 billion in assets under management through b1BANK's affiliate Smith Shellnut Wilson, LLC (SSW) (excludes $0.9 billion of b1BANK assets managed by SSW) and operates Banking Centers and Loan Production Offices in markets across Louisiana and the Dallas and Houston, Texas areas, providing commercial and personal banking products and services. Commercial banking services include commercial loans and letters of credit, working capital lines and equipment financing, and treasury management services. b1BANK was awarded #1 Best-In-State Bank, Louisiana, by Forbes and Statista, and is a multiyear winner of American Banker's "Best Banks to Work For." Visit b1BANK.com for more information.

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