

FOR IMMEDIATE RELEASE

**Hoffmeyer Promoted  
at Indiana Bankers Association**



INDIANAPOLIS (Jan. 4, 2024) – Evan Hoffmeyer has been promoted to vice president of communications of the Indiana Bankers Association, effective Jan. 1. In this position he is responsible for all the IBA's print and digital communications, including serving as managing editor for the IBA's bimonthly Hoosier Banker magazine, script writing for the Association's three largest events, overseeing executive and advocacy messaging, media relations and more.

Hoffmeyer joined the Association in August 2022 as assistant vice president of communications and successor to Laura Wilson, IBA's longtime vice president of communications, who retired at the end of 2022. In his short time with the Association he has led Hoosier Banker magazine through a full redesign process and taken a leading role in the Association's diversity, equity and inclusion committee.

“Evan came to the IBA with big shoes to fill, and he has more than risen to the occasion,” said Amber R. Van Til, IBA president and CEO. “In the nearly one-and-a-half years he has been with the Association he has proven himself as a gifted communicator, and I'm confident he will continue to serve the IBA and the Indiana banking community well.”

Hoffmeyer came to the IBA after three years working with other trade associations and 12 years as a local journalist, ending with a five-year stint at WTHR-TV in Indianapolis.

He co-chairs the government affairs committee of the Indiana Society of Association Executives and spent six years on the alumni association board of directors at the University of the Ozarks, where he earned a bachelor's degree. He has a master's degree from Ball State University and is certified in association digital marketing.

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The Indiana Bankers Association supports Indiana banking through issues advocacy, professional education, and products and services that enhance financial institutions' ability to help build better communities.

**Indiana Bankers Association**

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