

BUSINESS

Pioneer Bank names new commercial banking leader

Jenifer Marten is experienced local banker

By **Rick Karlin**
Feb 19, 2024



Pioneer Bancorp has appointed Jenifer Marten as the company's vice president and business banking team leader. Provided by Pioneer Bancorp

ALBANY — Pioneer Bancorp has appointed Jenifer Marten as the company's vice president and business banking team leader.

A local and regional commercial banking executive with more than 20 years of experience, she will spearhead Pioneer's efforts to develop and grow commercial business relationships, including overseeing a strengthened strategic approach to meeting the financial needs of community businesses.

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In her new role, Marten will guide a go-to-market strategy focused on improving and expanding access for Pioneer's local business customers to critical financial resources. From expediting loan review processes to increasing the authority of branch offices to approve loans, Pioneer is deepening its commitment to supporting the growth of regional businesses and the Capital Region economy.

"We're thrilled to welcome Jenifer to Pioneer, where she will play a vital role in supporting and growing our commercial banking portfolio," Pioneer Executive Vice President and Chief Banking Officer Jesse Tomczak said in a prepared statement. "With decades of expertise and experience, and deep roots in the Capital Region, Jenifer is the ideal leader as we seek to increase efficiency and productivity, build connectivity within our branches and the community, and enrich commercial lending and overall financial support to our local businesses."

Marten most recently served as vice president and commercial relationship manager at Saratoga National Bank, where she managed a growing and complex commercial portfolio. Prior to that, she held a similar role at Ballston Spa National Bank. She also was a Key Center team leader at KeyBank and assistant branch manager at First National Bank of Scotia.

"I'm excited to join the exceptional team at Pioneer, which is deeply committed to supporting the success of our customers and community," said Marten. "With business-friendly approaches to serving the financial needs of our commercial clients, along with impeccable customer service, we are dedicated to building stronger businesses and a more vibrant region."

Marten is a graduate of Siena College, where she earned her bachelor's degree in marketing and management. She has been active in the community, serving as member and chair of the board of directors of the Southern Saratoga County Chamber of Commerce, member of the board of directors of the Mechanicville Community Center, and member of the Ellis Foundation and Women's Day Out Committee.

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Rick Karlin covers the environment and energy development for the Times Union. Has previously covered education and state government and wrote about natural resources and state government in Colorado and Maine. You can reach him at rkarlin@timesunion.com or 518-454-5758.



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