

SPOTLIGHT:
SOUTHEAST FLORIDA BUSINESS LEADERS

ALL ABOUT PEOPLE

With innovative technology, solid relationships, and personalized service, **International Finance Bank** serves clients close to home and abroad.



“We never lose sight of our competition,” says Alexander Soto, senior vice president and head of domestic preferred

banking at International Finance Bank.

Technology and innovation are transformative priorities for banks and clients alike, but at its core, International Finance Bank has always been about building relationships. “Our clients are family,” says Soto. “We work with individuals who need to have conversations to build relationships and develop friendships.”

Founded in 1982 as Westchester Bank, International Finance Bank was renamed when a Spanish-born entrepreneur purchased it in 1992. Headquartered in Miami, an international hub, the bank’s new mission became not

only serving the existing business and personal banking community, but also clients from abroad who wanted to start new lives.

“Imagine being an immigrant coming to a new country, trying to build your future here,” says Soto. “You really need guidance, trust, and people who can help you reach those goals. International Finance Bank has never lost sight of that.”

In fact, it’s been part of the bank’s winning formula for decades. Now 30 years later, Soto and his team are proud of how International Finance Bank offers its hallmark “tailored solutions with a human touch” to local and international clients alike. Every customer has the direct phone number to their account officer. When one client sent Soto a WhatsApp message at 8:30pm to ask about opening a bank account the following day, Soto said, “Absolutely! Come over in the morning.”

Building Community

With experience working for both large corporations and smaller community banks, Soto notes the difference is tangible. “What I like about a community bank like International Finance Bank is the role it plays in its community, where people are trying to establish themselves and grow. They need to know who their bankers are, and they need their bankers to know who they are. That’s what makes International Finance Bank different: We never lose that connection.”

Technology is a crucial part of banking today, says Soto. “It’s improving relationships with clients in terms of fast, reliable ways of operating businesses. And we will always have those products common to every bank,” he says, including checking and savings accounts, loans, and mobile and ATM banking. “But we also have respect for people and relationships, and the relationships we have internally are able to grow externally.”

The result is a bank where staffers and leaders are constantly ensuring they understand clients’ needs and are offering new ways to help. With locations in South and Central Florida as well as New York, International Finance Bank is committed to community service.

“We’re always open to giving back and building relationships with neighbors, nonprofits, and communities that need help,” says Soto. “When you take care of people the right way, they will be the best ambassadors you will ever have.”



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