



Lucinda Henry

Director of Business Development

Lucinda.Henry@LNBOOK.com

580.585.6230

Lucinda comes from a diverse background that serves her well in her position of Director of Business Development. Prior to joining Liberty National Bank in 2012, Lucinda worked in the multi-media industry where she was District Manager and an Area Vice President also having intense experience in sales, training and management. She led the rebranding of LNB while also handling marketing, advertising and donations as well as being an integral part of the conversion and integration upon LNB's acquisitions and expansion into another market area.

In her current role, Lucinda is in charge of the merchant services program and developing new business. She believes that truly getting to know a customer and listening to their needs forges trust and long-term relationships.

Giving back to the community, she's been involved serving on local PTA, Junior League and state and local American Diabetes Boards. Lucinda was also honored with national awards from several media companies and published in a national periodical for one of the multi-million-dollar interior projects she created.

Lucinda graduated from Oklahoma State University with a Bachelor of Science degree in Housing Design and Consumer Resources with a focus in Interior Design.

