

## INSIGHTS + NEWS

## Samantha McDonald Discusses UniBank's Leadership Change and Regional Expansion Vision

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UniBank's appointment of Ed Augustus as CEO signals a strategic push to grow its footprint in Worcester and across Central Massachusetts. Augustus, who assumed the role on March 2, 2026, brings decades of public-sector leadership experience and deep ties to the regional business community. [Samantha McDonald](#) spoke with the *Worcester Business Journal* about the leadership transition and what it could mean for the bank's expansion plans.

"It's an interesting and exciting hire," Samantha said. "UniBank has a solid place in south county, but trying to expand a little more into the city and into more Central Mass, choosing somebody who knows both the state government and the city like the back of his hands is a good choice."

Read the article "[Ed Augustus' next act: Growing UniBank](#)" on the *Worcester Business Journal* website (subscription required).