

BROOKE HALLOCK

Brooke Hallock serves as Executive Vice President and Chief Brand Officer at Capital City Bank, where she leads brand strategy, communications, philanthropy, and client experience initiatives. Since joining the bank in 2004, she has played a key role in strengthening one of the region's most respected financial institutions while championing meaningful community engagement.

A graduate of Florida State University, Leadership Tallahassee, and Leadership Florida, Hallock previously spent 10 years at Tallahassee Memorial HealthCare and was recognized as one of the Tallahassee Democrat's "25 Women You Need to Know."

A passionate advocate for Tallahassee State College, Hallock serves on the TSC Foundation Board of Directors and has helped build a longstanding partnership between Capital City Bank and the College. Under her leadership, the bank has become the longest-running sponsor of Cleaver & Cork and has supported improvements to student learning spaces.

Her community involvement also includes service with numerous nonprofit and civic organizations throughout the region, including Tallahassee-Leon County Babe Ruth, Big Bend Hospice Foundation, Lincoln High Boosters, United Way of the Big Bend, Challenger Learning Center, and more.