

## Press Release

### FOR IMMEDIATE RELEASE

#### **VB Sentry, LLC Announces New Brand: Arcsalus Advisors**

*Unified brand reflects expanded capabilities, continued commitment to clients, and future growth strategy*

April 29, 2026 — Today, VB Sentry, LLC announced the launch of its new brand, **Arcsalus Advisors**, merging the capabilities of Velligan-Blaxall Consultants and Sentry Advisors.

The new brand aligns the firm's collective experience and expertise across strategy & performance, risk management and compliance, and establishes an integrated platform to serve financial institutions nationwide.

"Arcsalus Advisors reflects our proud history, as well as our future aspirations - who we are and where we are going," said John Soffronoff, Managing Partner. "We will operate as one firm, deliver a cohesive set of solutions, and position our firm and our team for continued growth."

The name *Arcsalus* connotes both connection and purpose. "Arc" brings together the two firms to create lasting client relationships. "Salus," a Roman goddess, represents protection, stability, and well-being. Together, these terms reflect the firm's commitment to empowering our team to help financial institutions navigate complexity and operate with confidence.

Arcsalus Advisors provides independent, expert-led advisory services built on proven frameworks tailored to each client. Leveraging technology accelerators, the firm delivers effective, efficient, and scalable solutions to hundreds of financial institutions.

"Our clients will continue to work with the same trusted teams, now supported by an integrated platform and expanded capabilities," said William "Dru" Childress, Managing Partner. "We are united by a shared drive to deliver unparalleled value to our clients and to redefine advisory services to our industry," added Brian Velligan, Managing Partner.

The firm's commitment is not just to their clients.

Managing Partner Allen "Joey" Croom said, "We are providing our team with the environment their talent deserves. Arcsalus unlocks new opportunities for professional development and career trajectory." Hugh Blaxall, Managing Partner added, "As we

integrate our cultures, we remain committed to investing in each team member so that they will continue to thrive and prosper.”

The launch of Arcsalus Advisors supports the firm’s long-term growth strategy, including broadening its service offerings, expanding its team, and strengthening its position as a trusted partner to financial institutions.

Arcsalus Advisors will begin rolling out its new brand across its website, client communications, and industry presence in the coming weeks, including participation in the ABA Risk and Compliance Conference, May 4-8, in Charlotte, NC.

For more information, visit [arcsalus.com](http://arcsalus.com)

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### **About Arcsalus Advisors**

Arcsalus Advisors is an independent, expert-led advisory firm serving financial institutions. The firm delivers comprehensive solutions built on proven frameworks tailored to each institution, helping clients make confident, strategic decisions and navigate evolving industry challenges and regulatory expectations. Arcsalus Advisors combines deep expertise across strategy & performance, risk management, and compliance to provide practical, relationship-driven solutions.

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