
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT PURSUANT
TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934

February 23, 2011

Date of Report (Date of earliest event reported)



UNITY BANCORP, INC.
(Exact Name of Registrant as Specified in its Charter)

New Jersey
(State or Other Jurisdiction of Incorporation)

1-12431
(Commission File Number)

22-3282551
(I.R.S. Employer Identification No.)

64 OLD HIGHWAY 22, CLINTON, NEW JERSEY, 08809
(Address of Principal Executive Office) (Zip Code)

(908) 730-7630
(Registrant's Telephone Number, Including Area Code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers

The Registrant issued a press release on February 23, 2011 announcing the election of Mary Gross to the Registrant's Board of Directors, the full text of which is filed as Exhibit 99.1 with this Current Report on Form 8-K. Ms. Gross previously served as a member of the Board of Directors of Unity Bank, the Registrant's wholly owned subsidiary.

Ms. Gross will serve on the Audit and Human Resources committees of the Registrant's Board of Directors.

There are no arrangements or understandings between Ms. Gross and any other persons pursuant to which she was selected as a director. There are no material plans, contracts or arrangements to which Ms. Gross is a party or in which she participates that was entered into or materially amended in connection with Ms. Gross' appointment to the Board, nor are there any grants or awards to Ms. Gross, in connection with the same.

Ms. Gross conducts banking transactions with the Bank from time to time. Each such transaction is made in the ordinary course of the Bank's business on substantially the same terms, including interest rates and collateral, as those prevailing at the time for comparable transactions with other persons and do not involve more than the normal risk of collectability or present other unfavorable features.

Item 9.01 Financial Statements and Exhibits.

(d)	<i>Exhibits</i>
<u>EXHIBIT</u>	<u>Description</u>
99.1	Press release issued by the Registrant on February 23, 2011

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this Report to be signed on its behalf by the undersigned hereunto duly authorized.

UNITY BANCORP, INC.
(Registrant)

Date: February 23, 2011

By: /s/ Alan J. Bedner
Alan J. Bedner
EVP and Chief Financial Officer

EXHIBIT INDEX

EXHIBIT #	DESCRIPTION
99.1	Press release issued by the Registrant on February 23, 2011



Unity Bancorp, Inc.
64 Old Highway 22
Clinton, NJ 08809
800 618-BANK
www.unitybank.com

NewsNewsNewsNewsNews

For Immediate Release:

February 23, 2011

News Media & Financial Analyst Contact:
Alan J. Bedner, EVP
Chief Financial Officer
(908) 713-4308

Unity Bancorp Promotes Mary E. Gross to Holding Company Board Member

Clinton, NJ – Unity Bancorp, Inc. (NASDAQ: UNTY), announced today that the Board of Directors appointed Mary E. Gross, a current Director of Unity Bank, to the Board of the Holding Company, effective as of February 17, 2011. Ms. Gross is a partner and founder of Human Edge Resources, LLC, a management and human resources consulting firm. She is also currently working for The Wharton School, University of Pennsylvania, as the Director of Career Management Services for the Wharton MBA Program for Executives.

Ms. Gross is a doctoral candidate in Organizational Psychology at the Graduate School of Applied and Professional Psychology at Rutgers, The State University of New Jersey. She earned an MBA with honors from The Wharton School of the University of Pennsylvania and a BS degree in Accounting from the University of Maryland.

“Ms. Gross’ extensive educational experience and professional expertise in finance, strategic planning, team development and human resource management will complement Unity’s already diverse Board,” said President and Chief Executive Officer, James A. Hughes. “The Board and I are delighted to have Ms. Gross assist us in achieving our strategic goals.”

Unity Bancorp, Inc. is a financial service organization headquartered in Clinton, New Jersey, with approximately \$818 million in assets and \$655 million in deposits. Unity Bank provides financial services to retail, corporate and small business customers through its 16 retail service centers located in Hunterdon, Middlesex, Somerset, Union and Warren counties in New Jersey and Northampton County, Pennsylvania. For additional information about Unity visit our website at www.unitybank.com or call 800 618-BANK.

This news release contains certain forward-looking statements, either expressed or implied, which are provided to assist the reader in understanding anticipated future financial performance. These statements involve certain risks, uncertainties, estimates and assumptions made by management, which are subject to factors beyond the company's control and could impede its ability to achieve these goals. These factors include general economic conditions, trends in interest rates, the ability of our borrowers to repay their loans, and results of regulatory exams, among other factors.
