

Leasa Melton joins Simmons Bank as Director of Payment Product and Sales Strategy

Veteran banker with over 20 years of retail banking experience

LITTLE ROCK, Ark., March 6, 2025 /PRNewswire/ -- Simmons Bank announced the addition of Leasa Melton as community division director of payment product and sales strategy. In this position, she will oversee the development and implementation of payment products, including merchant services, debit card in partnership with Debit Operations, and credit card needs for Consumer and Business Banking.

"We're thrilled to welcome Leasa to our community banking team at Simmons Bank," said Chris White, EVP Chief Community Banking Officer. "With 20 years of banking experience, Leasa is a seasoned professional who brings a wealth of knowledge, expertise, and leadership skills that will greatly contribute to the success of Simmons Bank."

Prior to joining Simmons Bank, she served as vice president of product strategy for a regional financial services company based in Oklahoma. There she led product visions, pricing, and innovation for consumer and small business deposits. She also served in a variety of capacities in retail banking and started her career as a Bank Secrecy Act and fraud specialist.

About Simmons Bank

Simmons Bank is a wholly owned subsidiary of Simmons First National Corporation (NASDAQ: SFNC), a Mid-South based financial holding company that has paid cash dividends for 116 consecutive years. Simmons Bank operates 222 branches in Arkansas, Kansas, Missouri, Oklahoma, Tennessee and Texas. Founded in 1903, Simmons Bank offers comprehensive financial solutions delivered with a client-centric approach. In 2024, Simmons Bank was recognized by *Newsweek* as one of [America's Best Regional Banks 2025](#), by *U.S. News & World Report* as one of the [2024-2025 Best Companies to Work For in the South](#) and by *Forbes* as one of [America's Best-In-State Banks 2024](#) in Tennessee and [America's Best-In-State Banks 2024](#) in Missouri. Additional information about Simmons Bank can be found on our website at simmonsbank.com, by following [@Simmons_Bank](#) on X (formerly Twitter) or by visiting our [newsroom](#).

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