

# As Simmons Passes \$21 Billion-Asset Mark, Bank Bolsters Northwest Arkansas Leadership - December 12, 2019

FORT SMITH-FAYETTEVILLE, Arkansas – Simmons Bank has promoted Greg Martin to executive vice president and division president for its Northwest Arkansas, Kansas and Oklahoma markets. The decision comes as the bank's parent company, Simmons First National Corporation, continues its growth strategy, most recently by acquiring Missouri-based The Landrum Company, including its subsidiary bank, Landmark Bank, in October 2019.

"Simmons is on a remarkable growth trajectory, one that Greg's track record already strongly complements," said Matt Reddin, executive vice president and chief banking officer. "Greg has excelled in his role as Northwest Arkansas market president, and we're confident that this increased responsibility will amplify his impact all the more for our customers and communities."

Martin previously served as market president for Northwest Arkansas, overseeing a 68 percent increase in loans and a 56 percent increase in deposits for the area in just four years.

A Fayetteville, Arkansas native, Martin attended the University of Arkansas and Southwestern Graduate School of Banking at Southern Methodist University. He is also a graduate of Leadership Fayetteville Class XXI and was a member of the Northwest Arkansas Business Journal's 40 Under 40 class in 2012.

## About Simmons Bank

Simmons Bank is an Arkansas state-chartered bank that began as a community bank in 1903. Through the decades, Simmons has developed a full suite of financial products and services designed to meet the needs of individual consumers and business customers alike. Simmons has grown steadily to approximately \$17.8 billion in assets (as of Sept. 30, 2019) and today operates more than 200 branch locations throughout Arkansas, Colorado, Illinois, Kansas, Missouri, Oklahoma, Tennessee and Texas. Simmons is the subsidiary bank for Simmons First National Corporation (NASDAQ: SFNC), a publicly traded bank holding company headquartered in Pine Bluff, Arkansas. For more information, visit [www.simmonsbank.com](http://www.simmonsbank.com).

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