

Simmons Bank Announces Leadership Promotions and New Hire in Memphis Market - January 26, 2022

- Veteran banker Brandon Cooper tapped to lead as Metro Division President
- Larry Neal, Jr. promoted to the role of Memphis Market Executive

(Memphis, Tenn.) – Simmons Bank announced today the promotions of two associates and a new hire to key leadership positions in the Tennessee market. Brandon Cooper has been promoted to executive vice president, Metro Division president for Tennessee. Cooper will oversee and drive a client-focused delivery of Simmons' full suite of banking products.

Following the acquisition of [Triumph and Landmark Community Bank](#) in 2021, Simmons Bank is now the 7th largest bank in Memphis MSA.

"I'm proud to welcome Brandon as a new Metro Division president," said Chad Rawls, executive vice president, chief metro division officer. "His record of leading teams, deepening relationships and managing significant growth provides Simmons Bank a strong foundation for broadening our reach in the region."

Cooper served as Memphis Market president for Simmons Bank since 2018. With more than 25 years of banking industry experience, Cooper served in a variety of roles throughout his career. He serves as chairman of Junior Achievement of Memphis and the Mid-South and as an Elder of Sycamore View Church of Christ. Cooper previously served as a member of the Alumni Board for the University of Memphis Fogelman College of Business and Economics and as past president of the Rotary Club of Northeast Shelby County. Cooper is a graduate of Leadership Bartlett and was voted one of Memphis Business Journal's Top 40 Under 40 in Memphis.

With the promotion of Brandon Cooper to Metro Division president, two additional leaders have been added to the Memphis Metro Market. Joel Smith has been hired into the role of senior vice president, Memphis Market president and Larry Neal, Jr. has been promoted to senior vice president, Memphis Market executive.

"With the addition of Joel and Larry to our leadership team, we are continuing to expand our capacity and pursue growth in Tennessee," said Cooper.

Smith will oversee strategy and operations in the Memphis metro market. Prior to joining Simmons Bank in November 2021, Smith served as the senior vice president of Commercial Banking at a regional bank managing commercial and private client customer financial needs.

Neal will drive growth and lead a team of commercial and business bankers in the Memphis metro market. Since joining Simmons Bank in 2018, Neal has managed a portfolio comprised of non-profit, for-profit and individual clients.

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About Simmons Bank

Simmons Bank is a wholly owned subsidiary of Simmons First National Corporation (NASDAQ: SFNC), a Mid-South based financial holding company. Simmons Bank operates over 200 branches in Arkansas, Missouri, Tennessee, Texas, Oklahoma and Kansas. Founded in 1903, Simmons Bank offers comprehensive financial solutions delivered with a client-centric approach. Simmons Bank was named to *Forbes* magazine's list of "[World's Best Banks](#)" for the second consecutive year and ranked among the top 30 banks in *Forbes*' list of "[America's Best Banks](#)" for 2021. Additional information about Simmons Bank can be found on our website at simmonsbank.com, by following [@Simmons_Bank](#) on Twitter or by visiting our [newsroom](#).

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