

Simmons Bank Announces Promotion and New Hire in Business and Consumer Banking Division - January 11, 2022

(Little Rock, Ark.) – Simmons Bank announced today the promotion of Chris White to executive vice president for Metro Market Development, reporting to Business and Consumer Banking head [Joe DiNicolantonio](#). Chris will drive revenue of business development for business banking, private client and collaborate with all lines of business. White previously served as executive vice president and Arkansas Community Division president and stepped into the new role effective Jan. 1, 2022.

“As Simmons Bank continues to scale our growth in key metro markets, we’re pleased to announce Chris to this new role,” said DiNicolantonio. “To have him lead these efforts provides our teams the opportunity to maximize partnerships and ‘deliver the entire bank’ to our customers and prospects.”

A recipient of Arkansas Business’ 40 Under 40 award, White is a graduate of Leadership Fayetteville, Leadership Hot Springs, Leadership Greater Little Rock and Leadership Arkansas. He serves on numerous boards, including the Arkansas Symphony Orchestra and the American Red Cross of Central Arkansas.

Simmons Bank also announced today the addition of Keith Crissman as the head of Business Banking. This newly formed unit will deliver financial advice and financial solutions to meet the needs of the businesses in our local markets. Crissman will oversee the strategic growth of the business banking channel for all deposits, loans and business financial services. Crissman will also report to DiNicolantonio and he will office out of Simmons Bank’s Chenal Parkway office.

“Simmons Bank is consistently attracting top talent across our footprint,” added DiNicolantonio. “Keith has a proven track record of building teams and delivering results throughout his career. His ability to understand customers’ needs is invaluable as we build out a world-class business banking platform in the markets we serve.”

A veteran banker with more than 30 years of experience, Crissman has experience with business, retail, wealth and treasury management leadership. He most recently served as senior vice president and regional Treasury Management executive for a large Mid-South bank where he exceeded annual revenue goals.

Throughout the years, Crissman has served in a variety of nonprofit roles. He previously served as the chair of the United Way of Northwest Louisiana, chairman of the American Heart Association of Northwest Louisiana and as vice chairman of the Louisiana State University Health Sciences Foundation.

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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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