

# Simmons Bank Appoints Head of Private Client Department - January 12, 2021

LITTLE ROCK, Arkansas – Simmons Bank has tapped Shelly Arnold to direct and lead its Private Client Group. The focus of the Private Client Group is the delivery of customized banking solutions to clients with complex financial needs. In addition to overseeing the existing teams in Simmons' Dallas-Fort Worth and Columbia, Missouri markets, Arnold will be responsible for building Private Client teams throughout the bank's seven-state footprint, starting with central Arkansas in early 2021.

The role of the Private Client Group is to deliver personalized concierge service and relationship management for high net worth clients and prospects. The Private Client advisor's objective is to develop and enhance customer relationships with a full understanding of their short term as well as long term financial needs.

"We feel it is a very important priority for our clients to know we appreciate their business and that we are here to help and grow with them, whatever they might need. We want them to think of us first; when they have life changes and need additional services," said Freddie Black, chief business development officer for Simmons Bank.

While no thresholds or minimum relationships are defined, the focus of the group is to work with those individuals with sizable or complex relationships needing customized attention. The advisors serve in a partnership role with all areas of the bank, including lending and investments.

"Shelly's deep knowledge and strong track record for results are combined with exceptional leadership skills and relational warmth," said Sabrina McDonnell, business develop group executive. "These qualities, backed by more than 30 years of experience, make Shelly an ideal fit to spearhead the refresh of this exciting, highly consultative area of our bank."

Arnold joins Simmons Bank from Commerce Bank Trust Company in St. Louis, Missouri, where she served as senior vice president for Private Banking, overseeing a team of private bankers and numerous client relationships.

"As a company that combines its community banking heritage with scale, Simmons Bank has a more than 100-year history of bringing a highly personal touch to its clients and communities," said Arnold. "The opportunity to join a relationship-oriented company that is equally focused on innovation and growth is incredibly exciting."

Arnold will transition to Little Rock, Arkansas for her new role and will office out of the bank's River Market building downtown.

## About Simmons Bank

Simmons Bank is an Arkansas state-chartered bank that began 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 and today operates more than 200 branch locations throughout Arkansas, 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, with total consolidated assets of \$21.4 billion as of Sept. 30, 2020. For more information, visit <https://simmonsbank.com/>.

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