

Simmons Bank Names Chief Retail Officer - May 15, 2018

LITTLE ROCK, Ark. – Simmons Bank has named Franklin Shirrell of Southlake, Texas chief retail officer. Shirrell's transition to Simmons follows 22 years at Regions Financial Corporation (Regions), where he most recently served as executive vice president and head of consumer and business banking units in the Dallas, Fort Worth, Austin and Houston, Texas markets.

Shirrell will oversee retail banking operations, including recruitment, sales and customer experience across Simmons' approximately 200 branch locations and seven-state footprint.

"Franklin is a multi-disciplined executive whose passion and exceptional leadership make him an ideal fit for our team," said Matt Reddin, Simmons Bank executive vice president of banking enterprise. "Simmons is in an unprecedented season of growth, and Franklin is just the kind of visionary leader we need to help us maximize opportunities and produce groundbreaking results."

At Regions, Shirrell was one of five executives selected to lead major organizational changes and strategic restructuring for 1,500 stores, with direct project responsibility for 280 stores in multiple states.

Shirrell began his banking career in 1984 at Worthen Bank, where an early track record of success quickly followed. In 2001, the Batesville, Arkansas native was named to Arkansas Business' 40 under 40 List of Who Bears Watching.

A graduate of Leadership Greater Little Rock, Shirrell has served as a board member for the Arkansas Arts Center and Little Rock's Downtown Partnership, and chaired finance committees for Easter Seals Arkansas and the Arkansas Symphony Orchestra. Shirrell also served as chairman of the board for Easter Seals Arkansas. He is past chairman of the United Cerebral Palsy of Arkansas telethon and the Multiple Sclerosis Society, and a past board member of the American Heart Association's Arkansas chapter.

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 is a subsidiary bank for Simmons First National Corporation (NASDAQ: SFNC), a publicly traded bank holding company headquartered in Pine Bluff, Arkansas. For more information, visit <http://www.simmonsbank.com/>.

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