

Simmons Bank Names Doug Parker President in Springfield, Mo. - March 1, 2017

Springfield, Mo. — Doug Parker has joined Simmons Bank as Springfield market president, effective March 1.

“We are proud to have Doug join our southwest Missouri market,” said Gary Metzger, Missouri/Kansas regional chairman of Simmons Bank. “His extensive knowledge in all areas of banking combined with his proven leadership ability will bring significant value to our customers in Springfield.”

Parker is relocating to Springfield from northwest Arkansas, where he has almost 20 years of banking experience, serving in leadership roles for both national and regional banks.

Additionally, during his time in Arkansas, Parker served as chief financial officer and eventually chief executive officer for one of the nation’s largest food marketing companies, supplying to several of the largest retailers in the United States. In this role, he directed all accounting practices, banking relationships, internal budgets and forecasting, providing proper resources and building a culture along the way.

“It is a privilege to join Simmons Bank,” said Parker. “I am looking forward to working with this strong team of financial experts and helping our associates provide the best possible banking experience.”

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About Simmons Bank

Simmons Bank (Member FDIC) is an Arkansas state-chartered bank that started 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 \$8.4 billion in assets as of December 31, 2016, with nearly 180 branch and ATM locations throughout Arkansas, Kansas, Missouri and Tennessee. It 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.

FOR MORE INFORMATION, CONTACT:

Rex Nelson

Senior Vice President

Director of Corporate Community Relations

Simmons Bank

501.377.7606

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