

# Simmons Bank Names Regional Retail Manager for Texas and Southwest Divisions - December 4, 2019

DALLAS-FORT WORTH, Texas - Simmons has named Jon Crippen regional retail manager for its Texas and Southwest divisions. Crippen brings nearly 20 years of experience overseeing branch networks with an emphasis on management and developing top talent.

“We believe Jon’s exemplary management skills will not only add to the quality of our workplace, but will also create an exceptional client experience,” said Franklin Shirrell, chief retail officer at Simmons Bank. “As a company that prioritizes culture and community alongside growth, Simmons has found an ideal fit in Jon.”

Crippen joins Simmons from Regions Bank, where he served as consumer banking manager, leading multiple branch teams in the Dallas-Fort Worth markets. As a member of the bank’s Consumer Banking Corporate Leadership team, he also focused on developing new strategies to deepen customer relationships, optimize customer experience and enhance career development opportunities for associates. Crippen’s successful efforts consistently led to his ranking within the top tier of workplace performance at Regions.

A University of Nebraska graduate, Jon has served as a board member for the Child Saving Institute of Omaha and also as a member of the Omaha Chapter of the Urban Financial Service Coalition and the Leavenworth Chamber of Commerce’s Business and Economic Development Committee. He was previously vice chair of the Alliance Against Family Violence.

## 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 has grown steadily to approximately \$17.8 billion in assets (as of Sept. 30, 2019) and today operates more than 200 branch locations throughout Arkansas, Colorado, 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. For more information, visit [www.simmonsbank.com](http://www.simmonsbank.com).

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