Simmons Bank Taps Lisa Hunter To Lead New Business Unit - March 16, 2021

LITTLE ROCK, Ark. – Simmons Bank has named Lisa Hunter as the executive vice president and new chief data officer of the Data Office, a new business unit for the financial institution. The unit will govern and standardize the bank's data while promoting collaboration and strong data competencies as well as allow Simmons to continuously improve the customer experience with our products and services across the footprint.

"Throughout the years, Lisa has innovatively led her team to improve and refine the customer and associate experience at Simmons Bank," said Bob Fehlman, chief financial officer and chief operations officer for Simmons Bank. "Asking her to lead the new Data Office business unit is a natural fit. Her expertise will continue to propel Simmons Bank into the next phase of growth to better serve our customers."

With more than twenty years of experience at Simmons Bank, Hunter has led teams across numerous areas of the bank – including Operations, Information Technology (IT), Accounting and Retail. She most recently served as executive vice president of operations for Simmons Bank, where Hunter managed all aspects of bank operations, including deposit, digital and loan functions. Hunter has been instrumental in the growth and technological advances of Simmons Bank including helping to automate teller lines and launching Simmons' entrance to online banking more than two decades ago.

"It is an honor to lead a new area of Simmons Bank," said Lisa. "With the creation of the Data Office, I look forward to building and leading a team which will drive and support data-driven decision-making across the enterprise."

Prior to joining Simmons, Lisa started her career as an internal auditor at Premier Bank (JP Morgan Chase) in Baton Rouge, Louisiana and later served as the assistant controller at Andrew Jackson Savings Bank in Tallahassee, Florida. Lisa even had a hand in starting a de novo bank, Thomasville National Bank, serving as compliance officer.

###

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, 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 $22.3 billion as of December 31, 2020. For more information, visit https://simmonsbank.com/.

FOR MORE INFORMATION CONTACT:

ASHLEY LEOPOULOS
Simmons Bank
Public Relations Manager
501.413.7055 (mobile)
ashley.leopoulos@simmonsbank.com

---

https://newsroom.simmonsbank.com/Simmons-Bank-Taps-Lisa-Hunter-To-Lead-New-Business-Unit-March-16,-2021