Simmons Bank Taps Longtime Dallas Executive to Lead Texas Division - July 7, 2020

DALLAS, Texas – Simmons Bank has named Kent Eastman executive vice president and Texas Division president. Eastman's responsibilities will range from overseeing business development and brand awareness to driving community engagement.

The decision to place a longtime Dallas banking leader at the helm of Simmons' Texas markets underscores the bank's growing focus on the state since its 2018 acquisitions of Southwest Bank and Bank SNB. Texas represents Simmons' largest asset base in its seven-state footprint.

"Simmons is proud of our rapidly growing presence in Texas and has gained an excellent leader in Kent," said George Makris, Jr., chairman and CEO for Simmons First National Corporation. "Kent's comprehensive knowledge, visionary leadership and genuine passion for banking will be immeasurably valuable as we capitalize on the opportunities at hand."

According to Chief Banking Officer Matt Reddin, Eastman's hire spearheads an aggressive growth plan for Simmons' Texas market. "When Simmons entered Texas just two years ago, we were drawn to the state's spirit of optimism and reputation for growth," said Reddin. "The opportunities that Texas has provided for us since then have exceeded even our highest expectations. Kent's arrival positions us to build on our foundation and initiate a bold growth strategy for this key market."

With 38 years of banking and management experience, Eastman's expertise spans from credit and sales leadership to brand management and market development. He most recently served as Texas state president and head of commercial banking for Capital One Bank, overseeing teams in Dallas, Fort Worth, Austin, Houston and San Antonio.

"As a top-100 bank in the country, Simmons' compelling recent growth is backed by a strong, relationship-focused culture that highlights its community bank roots," said Eastman. "I'm especially excited to join a company that has so much to offer and contribute here in Texas."

Named to D CEO Magazine's list of most powerful business leaders in Dallas-Fort Worth for five years running (2016-2020), Eastman serves as board member for the Texas Association of Business and as vice chairman of the Texas Business Leadership Council. Prior community involvement includes board service for the Texas Bankers Association, Dallas Regional Chamber, United Way of Metropolitan Dallas, Baylor Medical Research Center and the Children's Hospital Foundation.

Eastman holds an undergraduate degree from Tennessee Technological University and a master's from the University of Tennessee. He graduated from Louisiana State University's Graduate School of Banking and from the Darden School of Business Leadership Development Program at the University of Virginia.

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 $20.8 billion as of March 31, 2020. For more information, visit www.simmonsbank.com.

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