

Simmons Bank Welcomes Brandon Cooper as Community President - March 6, 2018



MEMPHIS, Tenn. – Simmons Bank announced the addition of Brandon Cooper as community president for the southwest Tennessee area, encompassing Shelby, Tipton, and Fayette counties.

"As a community bank, it's very important that we have the best people leading our associates and making decisions at the local level," said Tony Gregory, Tennessee regional chairman for Simmons Bank. "Brandon has a proven record of leading teams that build great relationships and manage significant loan portfolios."

"I am incredibly excited to join the Simmons Bank team," said Cooper, who comes to Simmons with more than 20 years of experience in banking in southwest Tennessee. "It's an honor to work for such a great organization that has seen such tremendous growth in the last few years yet stays laser-focused on helping customers achieve their financial goals."

Cooper has served the southwest Tennessee community as the board chair for the University of Memphis Christian Student Center, is a past president and board member for the Rotary Club of Northeast Shelby County, Fellow's Advisory Board Member of Leadership Academy of Memphis, and past president of Leadership Bartlett. He is a magna cum laude graduate of the University of Memphis and holds a

Master of Business Administration degree with honors from Strayer University.

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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