

# Simmons Bank Welcomes New Senior Vice President of Product Development - September 18, 2017



LITTLE ROCK, Ark. – Bryan Brooks joins Simmons Bank as senior vice president of product development. A telecom industry professional for 19 years, Brooks will be responsible for product development and management of business strategies and analytics for all loan, deposit and fee-based services of the bank.

“We are excited that Bryan is coming on board to take the reins of our product development team,” said George Makris, chairman and CEO of Simmons First National Corp. “His experience and fresh perspective will be instrumental in advancing Simmons Bank’s new product development and management department.”

Brooks comes to Simmons Bank from Windstream Communications, where he served as vice president of product management and development. He joined Windstream in 2007 as director of strategic business development. During his time there, he served in various roles, including director of consumer product marketing and business development, director of video strategy and development, and vice president of business development and video.

“Bryan brings strong product management lifecycle experience, new product development experience, analytical acumen, creativity and leadership skills,” said Steve Massanelli, executive vice president and chief administrative officer of Simmons Bank.

Prior to his tenure with Windstream Communications, Brooks served as staff manager for the strategic applications office at Alltel Wireless. His other roles at the company include manager of wireless services and product manager of wireless services, bundling and local exchange products. He joined Alltel’s leadership development program in 1998.

Brooks graduated from the University of Arkansas in Fayetteville with a bachelor’s degree in business administration in financial management. He earned a master’s degree in business administration from the University of Arkansas at Little Rock.

## 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 \$9.1 billion in assets with 150 branch locations throughout Arkansas, Kansas, Missouri and Tennessee. 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 <http://www.simmonsbank.com/>.

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