



## ServisFirst Bank Announces New Chairman of Tennessee

### *Veteran Banker Jake Farrell Joins ServisFirst Bank Memphis*

MEMPHIS, Tenn.--(BUSINESS WIRE)-- [ServisFirst Bank](#), a subsidiary of ServisFirst Bancshares (NYSE:SFBS), is pleased to announce the addition of **Jake Farrell** to the ServisFirst Bank Memphis team. Jake will serve as Chairman of Tennessee working alongside Joel E. Smith, Market President of ServisFirst Bank Memphis, and Bradford Vieira, Regional President and CEO of ServisFirst Bank Tennessee, to grow the ServisFirst Bank market in Memphis and Nashville.

#### ***Jake Farrell, Chairman of Tennessee***

Jake Farrell joins ServisFirst Bank as Chairman of Tennessee and will be based in the ServisFirst Bank Memphis office. With a distinguished career spanning over four decades dedicated to serving the Memphis and Nashville region, Jake Farrell is a well-respected figure throughout Tennessee. With nearly 50 years of invaluable experience in the banking industry, Jake has demonstrated exceptional leadership, particularly in the establishment and growth of financial institutions. Most recently, Jake served as a key figure at Landmark Bank, where he joined in 2009 and spearheaded its growth until it sold in 2021.

"I am very pleased to be on the same team again with Jake Farrell. Not only is Jake a great banker but he has been a good friend for many years," states Tom Broughton, ServisFirst Bank Chairman, Chief Executive Officer, and President. "ServisFirst had a close correspondent banking relationship with Landmark before the bank was sold and we are thrilled to have this opportunity."

Throughout his career, Jake has demonstrated expertise in commercial lending, business development, and strategic planning, consistently driving growth and prosperity within the communities he serves. His deep understanding of local economies and dedication to fostering relationships has earned him the respect and admiration of clients and colleagues alike. Jake's passion for community banking extends far beyond the boardroom, as evidenced by his active involvement in various philanthropic initiatives and community development projects. His commitment to making a positive impact on society underscores his belief in the transformative power of banking as a force for good.

"I am deeply honored to have spent the last four decades serving my community through the field of banking," states Jake Farrell, ServisFirst Bank Chairman of Tennessee. "I believe that by investing in people and businesses, we can create a more prosperous and resilient society for generations to come."

As Jake embarks on the next chapter of his career, his experience and dedication will continue to shape the future of ServisFirst Bank. The Memphis office is currently operating as a loan production office and plans to be in its permanent location later this Fall.

For more information regarding ServisFirst Bank's recent announcement in Tennessee, please contact Krista Conlin at [Krista@KCProjects.net](mailto:Krista@KCProjects.net). For more about ServisFirst Bank, please visit [www.servisfirstbank.com](http://www.servisfirstbank.com).

#### **ABOUT SERVISFIRST BANK**

ServisFirst Bank is a full-service commercial bank focused on commercial banking, correspondent banking, treasury management, private banking and the professional consumer market, emphasizing competitive products, state-of-the-art technology and a focus on quality service. Recently, the Bank announced that its assets exceed \$16 billion. The Bank offers sophisticated treasury management products, Internet banking, home mortgage lending, remote deposit express banking, and highly competitive rates.

ServisFirst Bank was formed in May 2005, and has offices in Atlanta, Birmingham, Charleston, Dothan, Huntsville, Mobile, Montgomery, North Carolina, Northwest Florida, Tennessee, Virginia Beach, and West Central Florida. In April 2015, and annually thereafter, ServisFirst Bank has earned investment-grade ratings and a stable outlook from Kroll Bond Rating Agency (KBRA), which measures companies' financial fundamentals. ServisFirst Bancshares, Inc. files periodic reports with the U.S. Securities and Exchange Commission (SEC). Copies of its filings may be obtained at [www.servisfirstbancshares.com](http://www.servisfirstbancshares.com).

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