

Regions Bank Names Bill Horton Head of Commercial Banking Group and Keith Herron as Regional President of the South Region

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BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) today announced that it has appointed Bill Horton, Regional President of the South Region, to lead an expanded Commercial Banking Group reporting to John Turner, head of the Corporate Banking Group.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160622005234/en/>



Bill Horton, Regions Bank (Photo: Business Wire)

The realigned Commercial Banking Group combines Regions' existing Business Banking and Commercial Banking businesses and will serve small and middle-market companies through relationship managers located across the company's footprint. Regions' Treasury Management and Business Loan Center underwriting groups will also report to Horton.

"Streamlining our commercial banking businesses under Bill's leadership will create a consistent, simplified approach across our markets that enhances our bankers' ability to deepen relationships with clients, understand their needs and provide the best solutions," said Turner. "Bill has more than 40 years of experience serving commercial clients and working with bankers across our markets, and I'm pleased to have him leading our efforts to meet the needs of business clients."

Keith Herron, head of Strategic Planning and Execution, will succeed Horton as Regional President of the South Region, which includes Alabama, Mississippi, South Louisiana and the Florida Panhandle. Herron will report to John Owen, head of the Regional Banking Group.

"Throughout Keith's 28-year career with Regions, he has built a solid career as a banker, a leader and a champion for building deeper and stronger customer relationships," said Owen. "We are fortunate to have a seasoned executive with a wide range of skills and experience leading this important region for our company."

Biographical Information:

Bill Horton

Bill Horton is a member of the company's Operating Committee and has served as Regional President of the South Region since 2014. He previously served as president of the bank's North Central Alabama area. Horton joined the Management Training Program in 1974 and served throughout the bank's branch system. He has managed several areas in both Consumer and Business Services throughout his career including the BankCard, Consumer Lending and Business Banking departments. He has also managed the Consumer Loan and Deposit Product Management teams. Horton organized and headed the bank's Business Loan, Consumer Loan and Direct Loan Centers along with the Home Equity Lending department. He served as head of Mortgage Banking and Business Banking prior to leading the Community Banking segment of Regions' Business Services Group. Horton holds a bachelor's degree from Jacksonville State University in Jacksonville, Ala., and is an alumnus of the Graduate School of Banking at Louisiana State University. He is involved in a number of community activities, including serving on the board of Children's of Alabama, the Birmingham Kiwanis Club, the Lakeshore Foundation, Children's Harbor and St. Vincent's Health System. He is past co-chair of the United Way of Central Alabama Campaign and Board Chair of REV Birmingham.

Keith Herron

Keith Herron is a member of the company's Operating Committee and was named head of Strategic Planning and Execution in 2012. In this role, he leads the planning process to develop the enterprise strategic plan. The Strategic Planning and Execution Group develops enterprise-wide initiatives such as Regions360, customer service, financial literacy, and customer retention. This group also has responsibility and oversight for Regions' Lean Six Sigma initiative and Corporate Mergers and Acquisitions. Herron previously served as the regional president for the company's Midsouth Region, which included Tennessee, North Carolina, Virginia, Kentucky, Missouri, Iowa, Illinois and Indiana. During his career, he has been head of Credit Review and an area president for North Alabama, East Tennessee and Middle Tennessee. He also worked as a credit analyst, a Commercial Middle Market and National Accounts Relationship Manager, and served as the Commercial Banking Executive for Central Alabama. Herron earned a bachelor's degree from Samford University in Birmingham, Ala., and a master's degree in Finance from DePaul University in Chicago, Ill. He also graduated with honors from Stonier Graduate School of Banking at the University of Delaware. Herron serves on the Board of Overseers for Samford University, the Advisory Board for the Brock School of Business at Samford, the Board of Directors for the Vulcan Park and Museum and the Church Council for Canterbury United Methodist Church in Birmingham, Alabama. He is also a member of the Newcomen Society of Alabama.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$126 billion in assets, is a member of the S&P 500 Index and is one of the nation's largest full-service providers of consumer and commercial banking, wealth management, mortgage, and insurance products and services. Regions serves customers across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates approximately 1,600 banking offices and 2,000 ATMs.

Additional information about Regions and its full line of products and services can be found at www.regions.com.

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