



# SmartBank®

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## **SMARTBANK EARNS 2025 GREAT PLACE TO WORK CERTIFICATION**

**KNOXVILLE, Tenn.** — SmartBank is proud to announce that it has been Certified™ by Great Place To Work® for the second year in a row. This prestigious award is based entirely on what the bank's associates say about their experience working at SmartBank. This year, an impressive 92 percent of team members said SmartBank is a great place to work, far surpassing the national average of 57 percent. SmartBank's profile can be viewed on the Great Place To Work® website.

Great Place To Work® is the global authority on workplace culture, employee experience, and the leadership behaviors proven to deliver market-leading revenue, employee retention, and increased innovation.

"Great Place To Work Certification is a highly coveted achievement that requires consistent and intentional dedication to the overall employee experience," says Sarah Lewis-Kulin, Vice President of Global Recognition at Great Place To Work. She emphasizes that Certification is the sole official recognition earned by the real-time feedback of employees regarding their company culture. "By successfully earning this recognition, it is evident that SmartBank stands out as one of the top companies to work for, providing a great workplace environment for its employees."

"At its best, SmartBank is a place where people feel seen, supported, and challenged to reach their full potential," said Rachael Meurrier, Director of Private Banking. "That starts with our leadership—they model transparency, curiosity, and a shared commitment to doing things the right way. We don't just say we care about people; we build programs and processes that reflect it. Whether it's celebrating wins, navigating change, or trying something new, there's a sense of alignment and trust that runs through it all. We believe in growth—for clients, for our teams, and for each other—and we act like it."

President and CEO Billy Carroll shared his thoughts: "Our associates are the core of everything we do. This recognition affirms what we already know—when we take care of our people, excellence follows. It shows up in our service, our relationships, and our results."

At SmartBank, success is rooted in hiring exceptional people, delivering top-tier client service, expanding strategically and upholding a careful approach to lending. The bank remains committed to continuous improvement and looking for strong and strategic opportunities for growth that benefit our shareholders, clients, and associates.

According to Great Place To Work research, job seekers are 4.5 times more likely to find a great boss at a Certified great workplace. Additionally, employees at Certified workplaces are 93 percent more likely to look

forward to coming to work, and are twice as likely to be paid fairly, earn a fair share of the company's profits and have a fair chance at promotion.

Chief People Officer Becca Boyd added, "This certification reflects the strength of our culture and the deliberate steps we've taken to create an environment where people are inspired to stay, empowered to grow, and motivated to lead. Our associates inspire us every day, and their insights continue to shape the future of our workplace."

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#### **About SmartBank**

Founded in 2007, SmartBank is a full-service commercial bank providing banking, investment, insurance, and mortgage financial services, with 42 branches spanning Tennessee, Alabama, and Florida. Recruiting the best people, delivering exceptional client service, strategic branching and a disciplined approach to lending have contributed to SmartBank's success. For more information on SmartBank, visit [www.smartbank.com](http://www.smartbank.com).

#### **About Great Place to Work Certification™**

Great Place To Work® Certification™ is the most definitive "employer-of-choice" recognition that companies aspire to achieve. It is the only recognition based entirely on what employees report about their workplace experience—specifically, how consistently they experience a high-trust workplace. Great Place to Work Certification is recognized worldwide by employees and employers alike and is the global benchmark for identifying and recognizing outstanding employee experience. Every year, more than 10,000 companies across 60 countries apply to get Great Place To Work-Certified.

#### **About Great Place To Work®**

As the global authority on workplace culture, Great Place To Work® brings 30 years of groundbreaking research and data to help every place become a great place to work for all. Their proprietary platform and For All™ Model helps companies evaluate the experience of every employee, with exemplary workplaces becoming Great Place To Work Certified™ or receiving recognition on a coveted Best Workplaces™ List. Learn more at [greatplacetowork.com](http://greatplacetowork.com) and follow Great Place To Work on LinkedIn, Twitter, Facebook and Instagram.