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First Mid Bank & Trust Names Regina Nelson as Chief Marketing Officer

Mattoon, IL (November 17, 2025) First Mid Bank & Trust (First Mid) is proud to announce the appointment of Regina Nelson as its new Chief Marketing Officer (CMO). With more than 30 years of strategic marketing and leadership experience in the financial services industry, she brings a proven track record of driving growth, innovation, and customer engagement.

Nelson joins First Mid from Commerce Bank, where she most recently served as Vice President, Director of Consumer Marketing Strategy. During her tenure, she led the development and execution of comprehensive marketing strategies aligned with corporate growth goals, resulting in significant increases in revenue and new customer acquisition. Nelson is widely recognized for her ability to combine data-driven insights with creative strategy to strengthen brand presence and enhance customer experience.

Nelson holds a Bachelor of Arts in Business Administration, magna cum laude, from Lindenwood University, and completed the Executive Development Program at the University of Missouri–Kansas City’s Bloch School of Management.

“Regina is an accomplished marketing leader with expertise in financial services and a clear vision for how to connect with today’s customers across multiple channels,” said Joe Dively, Chairman and Chief Executive Officer at First Mid. “Her strategic mindset and leadership will play a pivotal role in advancing our brand and supporting our continued growth.”

In her new role as CMO, Nelson will oversee First Mid’s marketing and brand strategy, customer insights, and communications. She will lead efforts to strengthen First Mid’s presence across its markets and to enhance the company’s ability to deliver exceptional service.

“I’m energized for this next journey and look forward to working with the team to elevate our brand, deepen our customer relationships, and drive growth through innovative marketing strategies,” said Nelson. “I’m especially proud to join an organization with such a strong commitment to community banking, where supporting local businesses and strengthening the places we serve remains at the center of everything we do.”

About First Mid Bancshares, Inc.: First Mid Bancshares, Inc. is the parent company of First Mid Bank & Trust, N.A., First Mid Insurance Group, and First Mid Wealth Management Company. First Mid is a \$7.8 billion community-focused organization that provides financial services including banking, insurance, wealth management, brokerage, and ag services through a network of locations in Illinois, Missouri, Texas, and Wisconsin, and a loan production office in Indiana. Together, our First Mid team takes great pride in providing solutions and services to our customers and communities and has done so since 1865. This year, we proudly celebrate our 160th anniversary, marking a long history of dedication and service. More information about the Company is available on our website at www.firstmid.com. Our stock is traded in The NASDAQ Stock Market LLC under the ticker symbol “FMBH”. Member FDIC | Equal Housing Lender.

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