
UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549
FORM 8-K

CURRENT REPORT

Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934

May 24, 2021

Date of Report (date of earliest event reported)

CROSSFIRST BANKSHARES, INC.
(Exact name of registrant as specified in its charter)

Kansas
(State or other jurisdiction of
incorporation or organization)

001-39028
(Commission File Number)

26-3212879
(I.R.S. Employer Identification No.)

11440 Tomahawk Creek Parkway Leawood Kansas
(Address of Principal Executive Offices)

66211
(Zip Code)

(913) 312-6822
Registrant's telephone number, including area code

N/A
(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, par value \$0.01 per share	CFB	The Nasdaq Stock Market LLC

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01. Regulation FD Disclosure.

On May 24, 2021, CrossFirst Bankshares, Inc. (the “Company”) issued a press release announcing the passing of its Vice Chairman and board member, George F. Jones Jr.

The Company is furnishing the information contained in Exhibit 99.1 pursuant to Regulation FD. Such information is furnished pursuant to Item 7.01, including Exhibit 99.1 hereto, and shall not be deemed to be “filed” for the purposes of Section 18 of the Securities Exchange Act of 1934 (the “Exchange Act”), or otherwise subject to the liabilities of that section, nor shall it be deemed to be incorporated by reference in any filing under the Securities Act of 1933 or the Exchange Act, except as expressly set forth by specific reference in such filing.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits

[99.1](#) [Press Release](#)

SIGNATURE

Pursuant to the requirements of the Securities and Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: May 24, 2021

CROSSFIRST BANKSHARES, INC.

By: /s/ David L. O'Toole
David L. O'Toole
Chief Financial Officer

CrossFirst Bankshares Announces Passing of Vice Chairman George F. Jones, Jr.

LEAWOOD KANSAS., May 24, 2021 (Globe Newswire) - CrossFirst Bankshares, Inc. (“CrossFirst” or “Company”) (NASDAQ: CFB), the holding company for CrossFirst Bank (the “Bank”), announced today that George F. Jones, Jr., 77, Vice Chairman of CrossFirst and a member of the Board of Directors, passed away on May 21, 2021.

“We are deeply saddened by the news of George’s passing. George was an outstanding mentor, advisor and an integral member of our Board. With more than four decades of experience in the banking industry, he brought incredible insight and significant experience to our Company,” said CrossFirst Chairman Rod Brenneman. “Working alongside George has been a privilege for me and the other members of the CrossFirst Board and executive leadership team. We will all miss him greatly.”

Mr. Jones joined CrossFirst in 2016 after a 15-year career at Texas Capital Bank. In May 2018, he was named President and Chief Executive Officer of CrossFirst Bankshares and successfully led the Company through a transition to the public markets. In June 2020, Mr. Jones returned to his role as Vice Chairman and transitioned the role of President and Chief Executive Officer to Mike Maddox.

“Over the past five years, George’s leadership and guidance have played a critical role in our Company’s success. We will continue to honor George and his legacy of incredible business acumen and passion for extraordinary service across our entire Company and throughout our industry for years to come,” said CrossFirst President and CEO Mike Maddox. “We offer our deepest condolences to George’s family.”

ABOUT GEORGE JONES

Prior to joining CrossFirst, Mr. Jones, 77, was CEO of Texas Capital Bank and its parent company, Texas Capital Bancshares, Inc. He also was previously president and CEO of NorthPark National Bank, president of NorthPark National Corporation and a member of both Boards. Mr. Jones also served as president and CEO for Texas American Bank, Dallas, and manager of financial institutions with Mercantile National Bank, Dallas. He is a graduate of the University of North Texas with a bachelor’s degree in business administration and the Graduate School of Banking at Southern Methodist University. He served on the board of Caliber Home Loans, Inc., Dallas and was chairman of the Audit and Compensation Committees. Mr. Jones was active with the Salesmanship Club of Dallas and a past chairman of the Salesmanship Club Foundation Board of Trustees. Mr. Jones served on the board of the Federal Reserve Bank of Dallas and was a member of the Audit Committee. He also was a member of the Dallas Citizens Council. Additionally, Mr. Jones was a past chairman of the Cystic Fibrosis Foundation Dallas and formerly served on the Baylor Healthcare System’s Board of Trustees.

ABOUT CROSSFIRST BANKSHARES

CrossFirst Bankshares, Inc. (Nasdaq: CFB) is a Kansas corporation and a registered bank holding company for its wholly owned subsidiary CrossFirst Bank, which is headquartered in Leawood, Kansas. CrossFirst Bank has eight full-service banking



**CROSSFIRST
BANKSHARES, INC.™**

offices in Kansas, Missouri, Oklahoma and Texas. For more information on CrossFirst Bankshares, visit <https://investors.crossfirstbankshares.com/investor-relations>.

Media Contact

Meggin Nilssen

CrossFirst Bank

816.895.4604

meggin.nilssen@crossfirstbank.com

Investor Relations

Matt Needham

CrossFirst Bankshares, Inc.

913.312.6822

matt@crossfirst.com