



FOR IMMEDIATE RELEASE



Crawford & Company® (Canada) Announces Two Executive Appointments

TORONTO (Dec. 8, 2015) – Pat Van Bakel, president and chief executive officer of Crawford & Company (Canada) Inc., is pleased to announce the appointments of two of its long-standing executive leaders, Greg Smith and Gary Gardner.

Smith, former senior vice president of Key Account Management, has been appointed to the position of senior vice president, Administration. Smith is a valued member of the Crawford Executive Leadership Team and possesses an in-depth knowledge of many facets of the organization, gained from his hands-on approach and 19 years of service. In his new role, Smith will oversee many of the Company's head office departments that support business operations across Canada including: Information and Communication Technology (ICT), Human Resources and Administration services.

“The simplification of the new internal administration structure, to be overseen by Greg, will bolster our competitive advantage by enhancing both our internal and external servicing capabilities,” said Van Bakel. “Throughout his tenure at Crawford, Greg has obtained valuable insight into the needs of our client base and operational capabilities, making him an ideal candidate to ensure the administration departments are focused on effectively meeting the needs of our operations across Canada and ultimately the many customers that we serve.”

Gardner, senior vice president, Global Client Development, will oversee Crawford's Key Account Management team in addition to its Sales and Marketing department.

“Gary is a strong and effective leader who has led our sales division for more than 20 years. His extensive knowledge and insight of the independent adjusting and insurance industry, combined with the strong relationships that he has established and maintained with our key clients, make him a most valuable asset to our organization and clients,” stated Van Bakel.

The appointments of these accomplished leaders strengthen the capabilities of our organization. Crawford has a strong and effective Executive Leadership Team, which is further strengthened by these new appointments and a realignment of our internal structure. As an organization, we are dedicated to operational excellence to enhance our client's experience, allowing us to foster stronger business relationships.

About Crawford

[Crawford & Company \(Canada\) Inc.](#) is a wholly owned subsidiary of Crawford & Company. Based in Atlanta, Ga., [Crawford & Company](#) is the world's largest independent provider of claims management solutions to the risk management and insurance industry as well as self-insured entities, with an expansive global network serving clients in more than 70 countries. The Crawford Solution™ offers comprehensive, integrated claims services, business process outsourcing and consulting services for major product lines including property and casualty claims management, workers compensation claims and medical management, and legal settlement administration. The Company's shares are traded on the NYSE under the symbols CRDA and CRDB.

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