



Crawford & Company®  
5335 Triangle Parkway NW  
Peachtree Corners, GA 30092



## FOR IMMEDIATE RELEASE

### Crawford Appoints Greg Smith as Chief Client Officer (Canada)

**TORONTO (February 21, 2019)** Crawford & Company (Canada) Inc. announced today the appointment of Greg Smith to the position of chief client officer overseeing the sales, account management and marketing functions within the Canadian operations, effective immediately. This strategic decision reflects the organization's commitment to bringing compelling value propositions to the marketplace while enhancing the voice of the customer across all global service lines.

"As a progressive and innovative leader within Crawford for the past 23 years, Greg has had considerable experience in all facets of the organization, and is well-versed in emerging trends and InsurTech developments," said Pat Van Bakel, president and chief executive officer, Crawford & Company (Canada) Inc. "His knowledge of Crawford's capabilities and the needs of our clients, in addition to the reputation that he holds within Crawford, position him well to support operations that deliver unique, fully-integrated service solutions to our clients."

As a veteran employee, Greg has consistently shown his commitment to supporting Crawford's corporate mission of restoring and enhancing lives, businesses and communities. Within his new role, Greg will work with the organization's sales, account management and marketing teams to grow market share by delivering industry leading claims outsourced solutions which address clients' existing and emerging needs.

Greg's tenure with Crawford includes leadership positions in marketing, project management, and claims operations before being appointed vice president, National Programs in 2017. He established the Key Account Management team in 2011 and was appointed senior vice president shortly thereafter. In 2016 he established a national shared services function which included information technology, human resources, procurement, quality & compliance. He holds a Masters of Business Administration (MBA) and Bachelor of Business Administration (BBA) degrees, is a Fellow Chartered Insurance Professional (FCIP) and has earned his Canadian Risk Management (CRM) designation. Greg is also an active member of the insurance industry through his activities with the Chartered Insurance Professionals' (CIP) Society, as event chair for the CIP Symposium and member of the Ontario Council. He is also a member of the Ontario Risk and Insurance Management Society (ORIMS).

"We are excited to see Greg continue his stellar career trajectory with Crawford and look forward to the future success we believe he will bring to the organization." said Pat Van Bakel.

#### For media inquiries, please contact:

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### **About Crawford®**

Based in Atlanta, Crawford & Company (NYSE: CRD-A and CRD-B) is the world's largest publicly listed independent provider of claims management solutions to insurance companies and self-insured entities with an expansive global network serving clients in more than 70 countries. The Company's two classes of stock are substantially identical, except with respect to voting rights and the Company's ability to pay greater cash dividends on the non-voting Class A Common Stock (CRD-A) than on the voting Class B Common Stock (CRD-B), subject to certain limitations. In addition, with respect to mergers or similar transactions, holders of CRD-A must receive the same type and amount of consideration as holders of CRD-B, unless different consideration is approved by the holders of 75 percent of CRD-A, voting as a class. More information is available at [www.crawco.com](http://www.crawco.com).

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