

**CRD.A** **CRD.B**  
**LISTED** **LISTED**  
**NYSE** **NYSE**



**FOR IMMEDIATE RELEASE**

**For more information contact:**  
**Lynn Cufley +44 (0) 207 265 4067**  
**[lynn.cufley@crowco.co.uk](mailto:lynn.cufley@crowco.co.uk)**

1 July 2014

## **Crawford appoints Baumann as Head of Liability, CEMEA**

### ***Baumann to increase collaboration across Continental Europe, Middle East & Africa***

**Europe** - Crawford & Company has announced the appointment of Rianne Baumann as Head of Liability across Continental Europe, Middle East & Africa (CEMEA) to drive further collaboration between its liability units across the region.

With effect from 1 June, Robert Lundstrom will hand over CEMEA leadership of the Liability product line to Rianne, who after successfully growing the company's Dutch business will now take a leading role in tandem with her position in the Netherlands.

The announcement comes after Rianne began a new collaboration in first quarter 2014 between the company's UK and Continental European liability teams, helping to promote best practice and service across the market. The project is designed to support clients with cross-border programmes in an increasingly homogenous market.

"We are extremely confident in Rianne's vision for Crawford Liability across CEMEA and look forward to supporting her as she delivers the next phase in our story," says Mark Harman, chief executive officer for Continental Europe, Middle East & Africa. "Two jurisdictions have already agreed collaboration, with Crawford Spain and Italy working together on professional indemnity issues, where best practice models can translate from one country to the other with relative ease. We are also going to work more closely with the UK Liability division, led by John Buckle, where Rianne has already been working on synergy opportunities. We hope that eventually the same close collaboration will increase with many other countries around Europe."

Mark also singled out Robert Lundstrom for praise as he now moves to head up Crawford's Nordic Region as Head of Liability and Head of Legal and Compliance. "In the past four years, Robert has

done a superb job in developing a community of liability professionals with a clear value proposition and a distinct identity; as a result we have grown rapidly in this product line,” added Mark. “Now, Robert is going to focus on the Nordic region. He will, however, continue to work internationally on claims and on key accounts.”

- End -

**Notes to News Editor:**

Based in Atlanta, Ga., Crawford & Company ([www.crawfordandcompany.com](http://www.crawfordandcompany.com)) 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<sup>SM</sup> 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.

