



Crawford & Company®  
The Hallmark Building  
106 Fenchurch Street  
London EC3A 2DX



**FOR IMMEDIATE RELEASE**

## **Crawford & Company® appoints Operations Leader, Global Client Development**

*Yadranka Häschke to develop and execute best practices and continuous improvement strategies across geographies as part of the One Crawford solution*

**LONDON (9 AUGUST 2021)** Crawford & Company® (NYSE: CRD-A and CRD-B), the world's largest publicly listed independent provider of claims management and outsourcing solutions, is pleased to announce Yadranka Häschke has been appointed operations leader within its Global Client Development Team, commencing 1 August 2021.

Reporting to Benedict Burke, chief client officer, Global Client Development, Häschke will work closely with Crawford's country presidents, chief client officers and business development teams to promote collaboration, drive best practice in sales and relationship management, implement improvement strategies and measure their success.

Häschke will also fulfil a global key account management role, working closely with our global loss adjusting, TPA and platform teams and other stakeholders to ensure optimal performance and deliver a 'One Crawford' solution to specified key corporate clients.

Commenting on Häschke's appointment, Burke said "I am delighted to welcome Yadranka to her new role, in which she will be instrumental in developing and executing improvements in the way we operate and partner with our clients. Yadranka has accumulated a wealth of knowledge and experience of delivering high quality solutions throughout her career at Crawford and she will play a vital role in delivering the One Crawford solution."

Häschke has held several roles at Crawford, most recently serving as client services & sales operations manager for Europe and the Middle East. She completed her studies in Germany to become a Master of Business Administration in 2020.

"I am excited to have the opportunity to work with teams across the Crawford family to develop and implement best practices that will help drive continuous improvement in the client experience and delivery of the One Crawford solution," Häschke said.

###

**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 and outsourcing solutions to carriers, brokers, and corporates 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).

###

**Media Contacts:****Lynn Cufley**

+44 7585 901936

[Lynn.Cufley@crawco.co.uk](mailto:Lynn.Cufley@crawco.co.uk)

**Katie Cline**

+1 470.792.5678

[Katie\\_Cline@us.crawco.com](mailto:Katie_Cline@us.crawco.com)