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**FOR IMMEDIATE RELEASE**

### **Crawford TPA: Broadspire Announces New Executive Leadership Team**

**ATLANTA (February 23, 2020)** – Crawford® TPA: [Broadspire](#)®, the leading third-party administrator (TPA) of workers' compensation claims, liability claims, disability and leave management, medical management services and technology solutions is proud to announce new executive appointments for the company's global operations. All leaders were selected from within Broadspire.

In addition to the previously-announced appointment of Mike Hoberman as president, TPA, Broadspire, North America, the following leaders have been appointed within Broadspire's North American TPA operations. Jeff Sickles has been appointed chief claims officer. Sickles will oversee all claim operations in the U.S. Erica Fichter has been named chief operating officer, medical management, accident & health claims. Michael Becker has been promoted to chief client officer. He will lead both the casualty and disability client services. Joel Raedeke has been named chief technology and data science officer. Marc Cunningham has been appointed to chief sales & marketing officer, TPA, U.S. and will lead all marketing and sales initiatives for the U.S. Andrea Aiken has been appointed vice president, TPA, Canada and will be responsible for all TPA claims in her region.

Mike Hoberman has been in the industry for nearly 30 years, having held several executive claims, business development and account management positions within Broadspire as well as other insurance organizations. He holds a CPCU designation and most recently served as chief client officer of Broadspire.

Jeff Sickles joined Broadspire in 1994 and brings over 25 years of experience to his new role. Sickles was previously senior vice president, claims and field operations for Crawford & Company.

Erica Fichter, ARM has over 28 years of industry experience, 22 of which were with Broadspire. Prior to this new role, she served as senior vice president, medical management and accident and health.



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Michael Becker began his career with Broadspire in 1993. Since then, he has held various positions in claims, business development and account management with Broadspire and other organizations. He brings over 28 years of experience to the position.

Joel Raedeke brings over two decades of RMIS, data science, IT and business consulting experience to his new role at Broadspire. Previously serving as senior vice president, consultative analytics, data science and technology, he is instrumental in providing clients with data-enabled solutions.

In his five years at Broadspire, Marc Cunningham has led teams across the organization focused on providing best-in-class service and value to customers. He is also a longtime advocate for diversity, equality and inclusion in the workplace, and in 2020, *Insurance Business America* recognized him as a Leader of Change.

Andrea Aiken joined Crawford in 2002 and has held progressive leadership positions during her tenure, most recently as the vice president, inside claims human risk and London markets. She is a key member of the TPA leadership team with a strong focus on quality and enhancing the customer experience through efficiency and innovation.

"Broadspire plays a vital role in Crawford's commitment to providing clients and partners with reimagined, technology-enabled solutions that simplify the challenges they face in today's insurance ecosystem. This exceptional group of leaders is a testament to the breadth of talent within the company," commented Rohit Verma, chief executive officer, Crawford. "We are confident that they will be instrumental to Broadspire's continued growth and success as we pursue our shared purpose of restoring and enhancing lives, businesses and communities."

For more information, contact [mediarelations@us.crawco.com](mailto:mediarelations@us.crawco.com)

#### **About Crawford TPA: Broadspire®**

Broadspire,® a Crawford® Company and leading third-party administrator to employers and insurance companies, offers a broad suite of customized claim, medical management, accident and health, and disability and leave management services designed to help increase employee productivity while containing costs. Broadspire is a part of Crawford & Company,® the world's largest publicly listed independent provider of claims management solutions to insurance companies and self-insured entities



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with an expansive global network serving clients in more than 70 countries. Services are offered by Crawford & Company under the Broadspire brand in countries outside the U.S. More information is available at [www.choosebroadspire.com](http://www.choosebroadspire.com).

#### **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.crawfordandcompany.com](http://www.crawfordandcompany.com).

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