



**FOR IMMEDIATE RELEASE:**

**CRU GROUP Announces New Board of Directors Appointment  
Alister Campbell to Join CRU GROUP Board**

**Toronto, Ontario Canada October 9, 2018**

Gary Winston, founder and Chair of the Board of Directors of CRU GROUP today announced the appointment of Alister Campbell to the Board. "I have followed Alister's career for many years and have a very high regard for both his energy and intellect," said Mr. Winston, "Over the last few years, our company has become a substantial claims adjusting organization with a growing North American footprint in catastrophe response, as well as general and specialty claims. Alister's deep experience in helping organizations accelerate their growth strategies profitably will be invaluable."

Alister Campbell is a 30-year industry veteran and has served as CEO of two major Canadian insurers over the last decade. He is a Senior Fellow at the CD Howe Institute and currently a Member of the Board of the Global Risk Institute in Financial Services. Previously he has served as Chair of the Property & Casualty Insolvency Compensation Corporation and as Deputy Chair of the Insurance Bureau of Canada.

"I have been working closely with Gary and Kyle Winston for some months now and can honestly say I am truly impressed by the platform they have built, and genuinely excited by their extraordinary growth prospects," said

**CRU GROUP**

810-2001 Sheppard Avenue East  
Toronto, Ontario M2J 4Z8  
[www.cruadjusters.com](http://www.cruadjusters.com)



Mr. Campbell, "As an insurer for most of my career, I have developed a true appreciation for the critical contribution effective claims management makes in determining success or failure for an underwriter. The CRU GROUP has developed a compelling Vision of how to deliver claims adjusting services 'as the client requires', adopting their policies and procedures, and working on their systems. It is a winning customer value proposition."

"We are building a strong Leadership team at CRU GROUP...in Catastrophe Response, in Claims Services, as well as in our specialty claims organization at Maltman International," said Mr. Winston, "Adding Alister Campbell to our Board will help us take the next big steps in the strategic evolution of CRU GROUP."



**CRU GROUP**

810-2001 Sheppard Avenue East  
Toronto, Ontario M2J 4Z8  
[www.cruadjusters.com](http://www.cruadjusters.com)



---

## **About CRU GROUP**

Founded in 2004, CRU Group provides staffing solutions and claims management services for the Property & Casualty industry across North America. CRU Adjusting Group currently operates four main units: Catastrophe Response Unit Inc. Canada, Catastrophe Response Unit USA Inc., market-leading specialty claims adjusting firm Maltman International and The Academy of Insurance Adjusting (AIA). The Group's Head Office is in Toronto, Canada.

### **For more information, please contact:**

Becky Ramsbottom

416-492-4411 X 1263

[rramsbottom@cruadjusters.com](mailto:rramsbottom@cruadjusters.com)

## **CRU GROUP**

810-2001 Sheppard Avenue East  
Toronto, Ontario M2J 4Z8  
[www.cruadjusters.com](http://www.cruadjusters.com)