



Richard Crawford

Community Broker Network



Richard spent equal parts of his career in operational business management and in consulting. Richard commenced his career with the Shell Company and subsequently with Elders leading the insurance and marketing teams. After 10 years as principal in his own consulting practice, Richard joined Insurance Australia Group where his focus was on talent development and culture change.

Richard joined CBN as GM Distribution with responsibility for bringing together three quite different communities of professionals into one of Australia's largest AR networks. With the advent of the sale of the business by IAG to Steadfast in October 2018, Richard assumed the role of CEO.

Since joining Steadfast, Richard has developed CBN to be a successful community of employees and authorised representatives with double the turnover of their starting point.

A Queenslander by birth, Richard and his wife Sue have lived the majority of the last 35 years in South Australia.