



**FOR IMMEDIATE RELEASE**

**CRUMLEY ROBERTS CELEBRATES NEW  
CHIEF OPERATIONS OFFICER, KIMBERLEY COX DAYTON**



March, 2021: Crumley Roberts is a 30-year-old consumer-based law firm with offices, partnerships and affiliations throughout the United States. Led by President and Chief Executive Officer Chris Roberts, along with a team of Executive Vice Presidents and Shareholder Attorneys, the law firm remains committed to STANDING UP for its clients, for its communities and for its employees through legal practice groups and through community and employee programs offered by The Roberts Center for Leadership, Education, Advancement and Development. Crumley Roberts Regional Offices are located in Greensboro, North Carolina, Charlotte, North Carolina, Columbia, South Carolina and Birmingham, Alabama. Please visit [CrumleyRoberts.com](http://CrumleyRoberts.com) for more information regarding the law firm, its legal practice areas and its community programs as well as for Media Inquiries. Please contact Chief Marketing Officer, Kimberly Roberts at [KSRoberts@CrumleyRoberts.com](mailto:KSRoberts@CrumleyRoberts.com) to schedule interviews.

Crumley Roberts President and Chief Executive Officer, Chris Roberts, is pleased to announce that Kimberley Cox Dayton has accepted a new position as Chief Operations Officer within the organization. Formerly serving as the Vice President of Operations, Kimberley will replace COO Michael Brown as he

**moves to a new role as Crumley Roberts' Chief Financial Officer. Mrs. Dayton will remain on the Crumley Roberts Executive Team as one of three women, including Chief Marketing Officer and Executive Vice President, Kimberly Sanders Roberts and Shareholder Attorney and Practice Group Leader, Kathleen Dubois. The Executive Team is responsible for setting the firm's direction, strategy and focus.**

**In her role as Chief Operations Officer, Kimberley will be responsible for the Crumley Roberts Client Experience Operations Team as well as the law firm's Information Systems and Technology Team. She is highly motivated to produce positive outcomes in her job and enjoys collaborating with Team Members inside and outside of her Department to make a positive impact within the Crumley Roberts organization and in the lives of others. Kimberley joined Crumley Roberts in 2004 and has played a vital role in the firm's continuing success. She is known throughout the organization as having a true passion for helping and mentoring others. She remains committed to developing strong leaders and to following through with the firm's core values - Care Like Family, Listen To Learn and Do What's Right.**

**Chris Roberts, President and CEO of Crumley Roberts, made the following statement regarding Kimberley's work at Crumley Roberts, "Kimberley Dayton has excelled as our Vice President of Operations. She is a caring and thoughtful leader who encourages and inspires others to grow in their roles and responsibilities. Kimberley is committed to ensuring a Five Star Experience for Clients and to creating a work environment in which our Team Members feel supported in their care of our clients and of each other. I look forward to continuing our work together as Kimberley assumes her new role as Chief Operations Officer and I wish her the very best."**

**Congratulations Kimberley!**