

# PRESS RELEASE

19 October 2015

## Diamond Producers Association announces Board appointments

The Diamond Producers Association (“DPA”) has announced the appointments of Jean-Marc Lieberherr as Chairman and Stephen Lussier as Vice-chair, both with immediate effect. The DPA has also announced the appointment of Sally Morrison as Managing Director of Marketing, with effect from 19 October 2015.

Jean-Marc is Managing Director of Rio Tinto’s diamond business, while Stephen is Chief Executive Officer of De Beers Group’s Forevermark brand.

Sally will join the DPA from the World Gold Council where she most recently served as Managing Director of Jewellery and Marketing. She will be based in New York and will be responsible for all of the DPA’s marketing activities, including the appointment of an agency partner.

Prior to joining the World Gold Council, Sally developed a deep expertise in diamond marketing with senior roles at JWT on behalf of De Beers Group.

Jean-Marc said: “Sally brings to the DPA impressive and in-depth experience of diamond marketing. Her knowledge of the sector and the wider luxury market will be invaluable as we look to enhance consumers’ desire for, and confidence in, diamonds”.

Sally said: “I’m delighted to join the Diamond Producers Association at its formation. The sector faces a number of challenges, but there are also a number of real opportunities. Most immediately we need to inspire and excite the millennial consumer with the deep and meaningful sentiment that diamonds uniquely offer. The DPA will play a key role in unlocking the consumer insights that will inform how we best engage them with diamonds”.

The DPA will make announcements about other senior appointments in due course.

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### **About the Diamond Producers Association**

The Diamond Producers Association (“DPA”) was formed in May 2015 by the world’s leading diamond mining companies, working together to support the development of the diamond sector. The DPA aims to play an important, positive role in the diamond sector and actively engage with industry and non-industry organisations to promote the interests of the sector.

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