



Diamond Producers Association Announces New Chief Marketing Officer



(September 6, 2016) New York, NY – The Diamond Producers Association (DPA), an international alliance of the world's leading diamond mining companies, announces today the appointment of Deborah Marquardt as Chief Marketing Officer. Marquardt will lead all U.S. activities for the DPA, with a focus on integrated marketing and media initiatives, and will report directly to CEO Jean-Marc Lieberherr. She and her team will work closely with the U.S. diamond and jewelry trade, as well as media, to promote the diamond category with U.S. consumers.

“The addition of Deborah strengthens our leadership team at a pivotal time for the DPA,” said Lieberherr. “Her deep expertise in integrated, content-driven programs aimed at millennials, as well as cross-platform and social media, are critical to spearheading the launch of ‘Real is Rare,’ the DPA’s new

category marketing platform.”

Marquardt is an award-winning strategic marketing leader and expert in marketing to millennials. She has been recognized as The Delaney Report's Corporate Media Executive of the Year and both an AdAge Media Maven and an Advertising Working Mother of the Year. She has a proven track record of creating unique multi-platform programs that enable brands to engage, entertain and educate customers to drive loyalty, advocacy and purchase.

Marquardt most recently served as Vice President and General Manager of Time Inc.'s Style Network, where she led the publisher's digital product businesses across the beauty/fashion category to attract young, affluent readers via new brands, products and content experiences. Prior to Time Inc., Marquardt spent 10 years at L'Oreal USA leading media and integrated marketing-communications teams for iconic brands such as Maybelline New York and Garnier.

“Diamonds are a singular category,” Marquardt said. “Joining the industry and introducing ‘Real is Rare,’ the idea that diamonds have the power to celebrate and represent rare, precious and real moments and relationships, is an incredible opportunity.”

The platform is the result of more than six months of development and in-depth research into the millennial mindset, which revealed insights about their perceptions of diamonds. The first campaign is set to launch this Fall with an initial focus on digital and social media channels.

About the DPA

The Diamond Producers Association is an international alliance of the world's leading diamond mining companies, who together are responsible for the majority of world diamond production. Our mission is to protect and promote the integrity and reputation of diamonds, and of the diamond industry.

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