

# PRESS RELEASE

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## Diamond Producers Association announces changes to marketing team

The Diamond Producers Association (DPA) has announced that Sally Morrison, Managing Director of Marketing, will leave the organisation in May to pursue another professional opportunity. To ensure continuity of momentum in the DPA's US marketing activities, Michael Pace will join the organisation at the end of March as Interim Managing Director of Marketing, until a permanent replacement to Sally has been identified.

Michael brings a wealth of experience in luxury and consumer marketing, having spent 13 years with the World Gold Council, following roles at Diageo and Unilever. He will report to Jean-Marc Lieberherr, Chief Executive of the DPA, and work alongside David Lamb, former Managing Director of the World Gold Council, who is providing strategic marketing support to the organisation.

Jean-Marc Lieberherr said: "I am very grateful to Sally for her significant contribution to the marketing direction of the DPA, and would like to wish her every success for the future.

"In Michael and David, we have two outstanding marketers, who will work with the Board and me to achieve the goals we've set for the DPA. We look forward to sharing with the trade an update on our marketing plans at the upcoming JCK Show."

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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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