



## THE DIAMOND PRODUCERS ASSOCIATION APPOINTS KRISTINA BUCKLEY KAYEL AS MANAGING DIRECTOR

**NEW YORK, NY, JANUARY 3, 2019** – The Diamond Producers Association (DPA), an international alliance of the world's leading diamond mining companies, announces today the appointment of **Kristina Buckley Kayel** as Managing Director of its North American division.



Ms. Buckley Kayel, who assumes her new role on February 4, 2019, will be responsible for developing and implementing the DPA's consumer marketing and communications strategy, with a focus upon the "*Real is Rare. Real is a Diamond.*" platform, as well as represent the DPA in local trades and organizations within North America. She will report directly to **Jean-Marc Lieberherr**, the Chief Executive Officer of the DPA.

Ms. Buckley Kayel's unique background and extensive experience in strategic marketing, communications and digital leadership roles well positions Ms. Buckley Kayel to spearhead the DPA's mission to restore, protect and promote the integrity and reputation of natural diamonds, especially among the younger U.S. consumer base, which is the largest market globally in terms of diamond demand.

"Kristina's experience in the fine jewelry sector, along with her comprehensive communications expertise, business acumen and creativity, gives her a unique industry perspective," commented Jean-Marc Lieberherr. "We are excited to have her join the Diamond Producers Association and work with us to strengthen and build upon our mission in the United States."

For the last decade, Ms. Buckley Kayel led Marketing & Communications for the heritage French high jewelry brand, Van Cleef & Arpels (owned by Compagnie Financière Richemont SA) for the Americas. Overseeing media, digital, public relations, special events, strategic partnerships, educational platforms and visual merchandising, Ms. Buckley Kayel significantly strengthened the positioning of the French jewelry house in the region during her tenure. In this key role, she also served on the executive committee responsible for steering overall corporate strategy. Prior to joining Van Cleef & Arpels, Ms. Buckley Kayel worked in ascending marketing and communications positions for global luxury brands such as Salvatore Ferragamo and Baccarat, and consulted for Bottega Veneta on digital strategy. Ms. Buckley Kayel holds an MBA from SDA Bocconi and has completed executive programs with a focus on digital business strategy at IMD and Columbia Business School.

### **About the Diamond Producers Association (DPA):**

The Diamond Producers Association is an international alliance of the world's leading diamond mining companies who are united in their commitment to best-in-class ethical and sustainable operations and transparent business practices. Together, DPA members represent the majority of the world diamond production. The DPA mission is to protect and promote the integrity and reputation of diamonds, and of the diamond industry. For more information, visit <https://diamondproducers.com> and [www.RealisaDiamond.com](http://www.RealisaDiamond.com) and follow @RealisaDiamond and #RealisRare.

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### **Media Contact:**

Ben Edwards  
[WSWWASDPA@webershandwick.com](mailto:WSWWASDPA@webershandwick.com)  
202-582-2835