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CIBJO announces appointment of Jonathan Kendall as Executive Vice President

MILAN, ITALY: MARCH 23, 2021— CIBJO, the World Jewellery Confederation, has announced the appointment of Jonathan Kendall as the association's Executive Vice President. His nomination was tabled by CIBJO President Gaetano Cavalieri and approved by the CIBJO Board of Directors.

Long active in CIBJO, Jonathan has served for years as President of the Confederation's Marketing & Education Commission, authoring a series of guides on responsible business practices, advertising and human resource management in the jewellery industry. He also was a driving force behind the creation of CIBJO's Retailer's Reference Guide, soon to be released in its second edition. With a passion for the planet and strong advocate for environmentally friendly initiatives, in 2014 he established CIBJO's Jewellery Industry's Greenhouse Gas Measurement Initiative, which helps companies within the jewellery and gemstone industries understand their environmental impact, offset and reduce it, and protect themselves and the sector as a whole.

A product and marketing specialist, Jonathan began his luxury product career in the cosmetics and fragrance industries, filling a series of roles at Revlon, Procter & Gamble, Elizabeth Arden and



CIBJO Executive Vice President Jonathan Kendall.

Unilever, before joining the De Beers Group. There he served as senior executive for 19 years until 2020. He was instrumental in the formulation of the De Beers Best Practice Principles, and in the development of new business strategies, including the Forevermark, the International Institute for Diamond Grading and Research and the De Beers Institute of Diamonds.

“I am delighted that Jonathan has agreed to take us up on my offer and to continue putting his vast knowledge, set of skills and talent to the service of the gems and jewellery industry,” said Dr. Cavalieri. “He will be a trusted advisor on all issues, but in particular will play an instrumental role in plotting a course for the 21st Century, helping us develop solutions for a business environment and a marketplace that are more digital, interconnected, and socially and environmentally conscious. These are areas where the industry more frequently looks to CIBJO for guidance and strategies.”

“CIBJO plays a unique role in the jewellery industry, representing all the product categories across the supply, distribution and retail sectors,” said Jonathan Kendall. “As an industry, we have much to achieve in the coming decade to maintain consumer demand. Our products need to continue to represent the best of creativity and beauty, but in addition there is a real requirement for us to market them and our businesses with a strong emphasis on sustainability, excellent environmental management, and support for all those involved in bringing jewellery to market – from sourcing to manufacturing to distribution. My personal goal will be to help CIBJO provide the industry with the knowledge and tools to win the hearts and minds of the Next Generation.”

CIBJO is the international jewellery confederation of national trade organisations. CIBJO's purpose is to encourage harmonisation, promote international cooperation in the jewellery industry and to consider issues which concern the trade worldwide. CIBJO's chief mission is to protect consumer confidence in the industry.