

JEWELRY

David Yurman appoints Carol Pennelli president

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David Yurman has appointed a new president. Image credit: David Yurman

By STAFF REPORTS

U.S. jeweler David Yurman has named Carol Pennelli as its new president, placing her in charge of all operations aside from design and creative.

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Ms. Pennelli has been with the company for more than 15 years, and most recently was chief commercial officer of the brand. The company points to her role in helping it grow in recent years, looking to her leadership to help further drive its global business.

Presidential promotion

Before David Yurman, Ms. Pennelli worked at Bobbi Brown Cosmetics as senior vice president of sales, education and global special events.

In her most recent position at David Yurman, Ms. Pennelli oversaw the company's commercial channels, including the performance of its retail, wholesale and digital sales as well as the brand's profit and loss.



Carol Pennelli. Image courtesy of David Yurman, photo by Billy Farrell/Patrick McMullan via Getty Images

As president, Ms. Pennelli will report directly to David Yurman, the co-founder, chairman and CEO of the brand.

"Since Carol joined our company over 15 years ago, we have transformed from a wholesale company to a dynamic global omnichannel organization," said Mr. Yurman in a statement. "Carol has been critical to our business's growth across all commerce points, and has a unique and deep understanding of our brand.

"We are well-positioned for growth under her leadership, and I look forward to continuing working with Carol to achieve greater success."

Founded in 1980, David Yurman today counts more than 350 points of sale around the world. In recent years, the brand has opened boutiques in Chicago, Los Angeles, St. Louis, MO, Paris and Hawaii ([see story](#)).

With a focus on digital, David Yurman has also scored highly on L2's rankings of watch and jewelry brands.

"I am honored for the opportunity to be at the helm of David Yurman as this dynamic American brand evolves into a truly global organization," said Ms. Pennelli in a statement. "Working closely with David, Sybil and Evan, I look forward to fostering an environment that seamlessly unites functions, while elevating the innovative and entrepreneurial DNA of David Yurman."