

JEWELRY

## De Beers reorganizes management teams to emphasize sustainability messaging

November 16, 2020



*Diamond brands are featuring sustainability efforts in marketing campaigns as consumers become more values-oriented. Image credit: De Beers Group*

By LUXURY DAILY NEWS SERVICE

British diamond group De Beers is restructuring its senior management with a focus on sustainable impact and social purpose.

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Among the changes, De Beers has merged its London-based consumer and brands team with its corporate affairs unit into a new department, brands and consumer markets. By having one team dedicated to consolidating brand marketing with the group's social purpose, De Beers hopes to better engage values-minded consumers.

### Spotlight on sustainability

All of De Beers' new appointments are effective immediately. The group chose to promote from within, and has no notable external hires.

Stephen Lussier has named executive vice president, consumer markets. He was most recently executive vice president of consumer and brands, and will continue to serve as chairman of De Beers Jewelers and chairman of Forevermark.

David Prager, has been appointed executive vice president and chief brand officer of De Beers after serving as executive vice president, corporate affairs.

Elsewhere within De Beers, Katie Fergusson has been appointed senior vice president, sustainable impact and Ferial Zerouki has been named senior vice president, corporate affairs. On the marketing side, Colby Shergalis has been named senior vice president, marketing and Martha Velando, formerly CMO of Forevermark, is the new senior vice president of global marketing.

The brand team will be based in London and work closely with Cline Assimon, CEO of De Beers Jewellers, and Nancy Liu, CEO of Forevermark.



*Jennie Kwon is one of the jewelry designers that collaborated on the Reset Collective project. Image credit: De Beers Group*

"As new generations of consumers look to express not just their love, but their values, through the purchases they make for others and the things they buy for themselves, the transformation and appointments we have announced reflect our conviction that compelling and meaningful brands will shape the future of diamonds," said Bruce Cleaver, CEO of De Beers Group, in a statement. "The combination of Stephen's unparalleled experience in the diamond industry, Nancy and Cline's leadership of Forevermark and De Beers Jewelers respectively and our new holistic brand team that will bring together our efforts to protect, lend purpose to and promote our brands under David's leadership, will deliver purpose-led and growth-focused propositions for our partners."

Last month, De Beers Group introduced a new project in the hopes to educate consumers about responsible sourcing and sustainability within the industry.

"Reset" is a series of collaborations between De Beers Group and emerging jewelry designers to spotlight the positive impact of the natural diamond industry. The first initiative is Reset Collective, which features new works from five designers ([see story](#)).

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