

De Beers Exec Charles Stanley to Retire



Charles Stanley is stepping down as president of De Beers' brands in North America, a position he's held for more than 12 years.

Stanley will officially leave by the end of this month but will continue in an unofficial capacity through the end of February to ensure a smooth transition, De Beers said in a statement Tuesday. Céline Assimon, CEO of De Beers Jewellers and De Beers Forevermark, will take over Stanley's responsibilities on an interim basis until De Beers names a permanent replacement. His retirement will conclude a 20-career with the diamond mining and marketing company.

Stanley rejoined De Beers in 2010 after working there from 1994 to 2003. He has played a key role in growing the De Beers Forevermark business in North America, overseeing several high-profile campaigns and the development of the company's e-commerce offering, De Beers said.

He also represented De Beers at a number of diamond and jewelry trade associations.

“I will leave with great respect for the integrity and values that define the company and the way it works with all its stakeholders and partners in this wonderful industry,” Stanley commented. “I am proud of everything I have been able to accomplish over my time with De Beers.”

Assimon, a luxury-industry veteran who joined De Beers in September 2020, said it had been a “privilege to be able to call on Charles’s expertise and experience” during Forevermark’s evolution and De Beers’ process of [uniting its downstream activities](#).

“Charles’s deep passion for diamonds and the diamond industry has always shone through,” she added.

Image: Charles Stanley. (De Beers)