

## Jonathan Kendall Assumes Jewelry Trade Role



**RAPAPORT...** Former De Beers executive Jonathan Kendall will serve as vice president of the World Jewellery Confederation (CIBJO), the organization announced Tuesday.

Kendall has had a long-standing association with CIBJO, including as president of its Marketing & Education Commission, where he authored a series of guides on responsible business practices, advertising and human-resource management in the jewelry industry. He also established CIBJO's Greenhouse Gas Measurement Initiative, which helps jewelry and gemstone companies understand and reduce their environmental impact.

Kendall, who in November retired as president of De Beers Group Industry Services, will help plan CIBJO's strategy, the organization's president, Gaetano Cavalieri, said.

"I am delighted that Jonathan... will continue putting his vast knowledge, set of skills and talent to the service of the gems and jewelry industry," Cavalieri said. "He will be a trusted adviser 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."

*Image: Jonathan Kendall. (De Beers)*