

Sandrine Conseiller Named CEO of De Beers Brands



De Beers Group has appointed Sandrine Conseiller as CEO of De Beers Brands, replacing current head Marc Jacheet, who is leaving the company after a year and a half in the post.

In her new role, Conseiller will oversee the development of the mining giant's brands and its investment in existing and new diamond markets, De Beers said Thursday. She will join the firm officially and become a member of its executive committee on December 1.

Conseiller comes to the [company](#) from Maus Freres Brands Group, where she spent eight years, most recently as CEO of French footwear and clothing brand Aigle. Prior to that position, she was marketing and branding executive vice president at apparel company Lacoste, and spent almost two decades in leadership roles at Unilever.

"Her track record as a leader of iconic, purpose-led brands speaks for itself," said De

Beers Group CEO Al Cook. “She has consistently driven transformation and growth. But I am even more impressed by her passion and values.”

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AMONG OTHER THINGS, CONSEILLER HAS SERVED AS A BOARD MEMBER AND SENIOR ADVISER AT BIOTECH FIRM CARBIOS AND PHILANTHROPIC ACCELERATION PROGRAM RAISE SHERPAS. SHE ALSO RECEIVED FRANCE'S CHEVALIERE DE L'ORDRE NATIONAL DU MÉRITE HONOR FOR PROMOTING DIVERSITY IN BUSINESS WHILE DEVELOPING SUSTAINABILITY WITHIN THE FRENCH INDUSTRY.

MAIN IMAGE: SANDRINE CONSEILLER. (DE BEERS)