

Tacori Appoints Roeya Vaughan as New CEO



Tacori has promoted Roeya Vaughan to chief executive officer, effective immediately. She is the first nonfamily member to lead the [Los Angeles-based fine-jewelry company](#).

```
googletag.cmd.push(function() {googletag.display('div-gpt-ad-1423660312936-7')});
```

The Tacorian family, which founded the company 40 years ago, will continue to oversee the brand, it said Thursday. Paul Tacorian will serve as board chairman and co-owner, while Nadine Tacorian Arzerounian will continue as head of design.

Vaughan, who joined Tacori as chief commercial officer in 2020, is credited with spearheading “the development and implementation of a strategic plan to propel the brand into its next chapter of growth,” the company said. The multiyear plan includes a

marketing promotion using real-life couples and families, as well as transitioning the [40-year-old company](#) from bridal jewelry specialist to fine-jewelry brand.

In the bridal space, Tacori credits Vaughan with establishing several strategic partnerships, including one with omni-channel retailer Brilliant Earth.

Vaughan has 25 years of experience in a variety of product categories. Prior to joining Tacori, she held executive and management positions for Oakley's sunglasses business, the Asics sports brand, the Meguiar's car-care company, and Mattel's Barbie franchise.

Image: Roeya Vaughan. (Tacori)