

WD Lab Grown Diamonds Hires New CEO



RAPAPORT... WD Lab Grown Diamonds has appointed jewelry-industry veteran Sue Rechner CEO. She will be responsible for growing the brand and expanding the company's market reach.

Rechner, who held executive roles at Movado, Frederick Goldman, Citizen and Seiko, was most recently global president of outdoor footwear and apparel brand Merrell. She will succeed founder Clive Hill, who will continue to be a significant shareholder and serve as an active board member.

"Sue is exactly the kind of proven and experienced executive we were seeking to lead WD's growth," Hill said Tuesday. "She is an entrepreneurial, results-driven leader with proven business, brand-development and operational expertise. With significant experience in watch, jewelry and consumer products, we believe Sue is the perfect fit to lead WD through its next phase of growth."

Rechner's hire is the next step toward reaching a larger audience, after the Washington, DC-based company received funding from Huron Capital last year, the company explained.

"Huron Capital believes in the potential of this market, saw

an opportunity to provide growth capital, and also plans to help develop the human capital to position the company for success,” said Mike Beauregard, senior partner at Huron. “I am confident Sue is the right leader to further accelerate its growth trajectory in the right way.”

The synthetics industry is in a “significant” growth phase, at a time when consumers are seeking more knowledge about the origin of their stones, Rechner explained.

“I see WD as a leading force in transforming an industry that has been historically plagued by traceability issues, which is an issue of growing importance with an increasing number of conscientious consumers,” she said.

Image: Sue Rechner. (WD Lab Grown Diamonds)