



NEWS RELEASE

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Responsible Jewellery Council (RJC) appoints a new Chief Executive Officer

LONDON – The Board of Directors of the Responsible Jewellery Council is pleased to announce the appointment of Ashish Deo as Chief Executive Officer of the RJC. Ashish will assume this position on the 8th of September and be based in the RJC's London office.

Ashish brings global experience having worked with leading international consumer and luxury brands, and most recently from his work with the Fairtrade Foundation as its Commercial Director.

His work with major consumer brands across Asian, North American and European markets means he brings strong strategic and commercial skills to the Responsible Jewellery Council as it focuses on Asia as well as extending its reach in the other regions.

Consumer expectations around responsible sourcing practices in luxury and premium products such as fine jewellery and watches are growing, and the RJC has a leading role to play. Ashish will help the RJC be the global driver of best practices and represent the industry at the highest levels in the international business community and with the global institutions which focus on responsible business practices.

The appointment will add to the strength and jewellery experience of long serving COO Catherine Sproule and Director of Standards Development Fiona Solomon, as the RJC enters its 10th year of operation.

"The Board of the RJC and I welcome the appointment of Ashish Deo who will bring a depth of experience in strategic and geographical skills," said RJC's Chairman James Courage. "He will strongly complement the current management team to support membership growth and support services in all markets."

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About RJC

The Responsible Jewellery Council is an international not-for-profit standards and certification organisation. It has more than 480 Member companies that span the jewellery supply chain from mine to retail. RJC Members commit to and are independently audited against the RJC Code of Practices – an international standard on responsible business practices for diamonds, gold and platinum group metals. The Code of Practices addresses human rights, labour rights, environmental impact, mining practices, product disclosure and many more important topics in the jewellery supply chain. RJC also works with multi-stakeholder initiatives on responsible sourcing and supply chain due diligence. The RJC's Chain-of-Custody Certification for precious metals supports these initiatives and can be used as a tool to deliver broader Member and stakeholder benefit.

The RJC is a [Full Member of the ISEAL Alliance](#) – the global association for sustainability standards. For more information on RJC Members, Certification, and Standards please visit www.responsiblejewellery.com

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