



PRESS RELEASE
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Lauren Thompson
Communications Manager
lthompson@jewelers.org
(646) 658-5817

Jewelers of America Appoints Robert Headley as COO

Headley, formerly of Tiffany & Co., joins the association as Chief Operating Officer

New York, NY – Jewelers of America, the national trade association for businesses serving the fine jewelry retail marketplace, has named Robert Headley as its first Chief Operating Officer, effective February 23. The position has been established as part of the association’s three-year strategic plan, which was adopted by its board of directors in 2008.

As COO, Headley serves as Jewelers of America’s internal leader, reporting to President and CEO Matthew A. Runci. With Runci, he is responsible for developing Jewelers of America’s overall vision. He will integrate the association’s strategic plan with ongoing operations.

“I am pleased to have someone as experienced in strategic management as Rob helping to lead Jewelers of America,” says Runci. “Having worked together on many Jewelers of America and Responsible Jewellery Council projects, I know that the association will further benefit from the robust retail jewelry experience he brings to the position.”

A former naval officer, Headley is a seasoned manager with more than 30 years of strategic systems management. He comes to Jewelers of America after 20 years with Tiffany & Co., where he oversaw the brand’s revered, and stringent, quality control standards. There, he served as Vice President of Technical Services and directed quality assurance and manufacturing administration. Prior to joining Tiffany & Co., Headley spent eight years at Avon products, supervising efficient systems for ingredient manufacturing, packaging and corporate quality assurance.

In his role, Headley will draw from his long commitment to industry best practices – he currently serves as co-chair of the Responsible Jewellery Council’s Standards Committee – to support the association’s work in its mission to improve consumer confidence in the jewelry industry. He will also continue his board service, now representing Jewelers of America, with the Jewelers Vigilance Committee and the Manufacturing Jewelers and Suppliers of America.

“Through my experience with Tiffany and the Responsible Jewellery Council, I have experienced first-hand the benefits Jewelers of America provides for its members and the industry at large,” says Headley. “I am looking forward to joining Matt, a long-time industry colleague, to further deliver value to the members of Jewelers of America.”

Robert Headley can be reached at Jewelers of America at rheadley@jewelers.org.

About Jewelers of America:

Jewelers of America is the national trade association for businesses serving the fine jewelry retail marketplace, representing 11,000 member stores. Jewelers of America's primary purpose is to improve consumer confidence in the jewelry industry by: serving as a forum for discussion and analysis of issues; playing a leadership role in public, government and industry affairs; advocating professionalism, including high ethical, social and environmental standards; and facilitating members' access to education. For more information about Jewelers of America, visit www.jewelers.org.