



News Release

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WFDB Appoints Louise Prior as Executive Director

Antwerp, Belgium – July 29, 2015: The World Federation of Diamond Bourses (WFDB) is pleased to announce that Louise Prior, formerly a senior executive at De Beers, is joining the WFDB as its Executive Director as of August 1. This pivotal role reflects the WFDB's desire to enhance further its pre-eminent position in the modern diamond industry.

WFDB President Ernie Blom said: "Louise is a natural choice for this important position. She is a highly respected and well-known diamond industry professional with vast experience. During her many years with De Beers, Louise was responsible for the strategic development, implementation and management of global Sightholder services.

"Our bourses around the world join me in welcoming Louise to our global family."

Prior commented: "I am honoured to be given this unique and exciting opportunity to make a real contribution to the continued success of the WFDB which represents the vast majority of members of the diamond business across the globe via its 30 affiliated exchanges.

"With the ever-increasing challenges faced at every stage of the diamond pipeline, I am excited about supporting the Board in driving forward the WFDB's initiatives and working closely with major industry players to ensure the continued success of the WFDB and its important work."



The WFDB's newly appointed Executive Director, Louise Prior.