



NEWS RELEASE

Signet Jewelers Announces New Leadership for Zales, Banter and Blue Nile

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Jamie Cygielman will lead Zales' next phase of growth and innovation, while Pam Cloud will lead Blue Nile's transformation as an elevated luxury brand, anchored in natural diamonds

Appointments advance Signet's Grow Brand Love strategy to strengthen and differentiate its portfolio of brands

HAMILTON, Bermuda--(BUSINESS WIRE)-- Signet Jewelers, whose portfolio includes, **KAY Jewelers, Zales, Jared Jewelers, Blue Nile** and **Banter**, today announced two significant brand leadership appointments that advance the company's Grow Brand Love strategy.

Jamie Cygielman has been appointed President of Zales and Banter and Pam Cloud has joined Signet as President of Blue Nile.

"Grow Brand Love is about creating distinctive brands with clear value propositions and stronger connections to the customers they serve," said J.K. Symancyk, Chief Executive Officer of Signet Jewelers. "Jamie and Pam are accomplished leaders who understand how to unlock the potential of iconic brands through consumer insight, innovation and disciplined execution. Their appointments bring important new capabilities to Signet as we position Zales and Banter for their next phase of growth and accelerate Blue Nile's transformation."

Zales and Banter

Cygielman brings to Zales and Banter more than 30 years of experience building and transforming globally recognized consumer brands and creating enduring connections with consumers. Most recently, she served as Global Head of Dolls at Mattel and General Manager and President of American Girl, where she played an instrumental role in revitalizing some of the company's most well-known brands. As head of American Girl, Cygielman established a new strategic vision and operational roadmap that restored sustainable top-line and operating profit growth while strengthening the brand's relationship with consumers. She later expanded her leadership to Barbie and Mattel's global Dolls portfolio, sharpening brand positioning, evolving the product portfolio and amplifying consumer relevance.

Cygielman will report to Symancyk and lead the next phase of growth for Zales and Banter, building on decades of customer trust while further differentiating the brands and broadening their appeal. Guided by Signet's Grow Brand Love strategy, she will oversee the brands' go-to-market strategies, with a focus on innovation, distinctive customer

experiences and deepening relationships with consumers.

"Both Zales and Banter have such a rich legacy and personal connection with their customers," said Cygielman. "For more than a century, Zales has been part of countless celebrations and milestones, while Banter has built a strong following by helping customers express their individuality and style. I am thrilled to be joining Signet at such an exciting and important time and look forward to working alongside the Signet leadership team and both brand teams to honor that heritage while bringing fresh relevance to these iconic brands and creating new ways for customers to celebrate and express their personal style."

Blue Nile

Cloud brings more than 30 years of luxury retail experience to Blue Nile, including more than 25 years at Tiffany & Co. In her role as Senior Vice President and Chief Merchandising Officer and a member of the company's Executive Committee, she helped grow the multibillion-dollar global business and oversaw the launch of several of its most successful collections, including Tiffany T, Tiffany Keys and the annual Blue Book high jewelry collection. Cloud will report to Joan Hilson, Signet's Chief Operating and Financial Officer, to lead Blue Nile's next phase of growth and transformation, advancing its elevated natural diamond-leaning luxury positioning and overseeing its strategy across every customer touchpoint.

"As we continue transforming our portfolio to make each brand even more compelling, having the right leaders in place is essential," said Hilson. "That's why I am delighted to welcome Pam to the Blue Nile team. Her deep experience in the jewelry industry, proven track record of driving growth, and ability to accelerate innovation and strengthen customer relevance will help us unlock the next phase of Blue Nile's transformation."

"Having followed Blue Nile for many years, I am honored to join the brand at such an exciting moment in its evolution," said Cloud. "Blue Nile transformed the way people shop for fine jewelry, and I see tremendous opportunity to build on that legacy by creating an even more elevated, personalized luxury experience."

Cygielman will join Signet effective August 24 and will be based in Dallas. Cloud began her role as President of Blue Nile effective August 10 and will be based in New York City.

About Signet Jewelers

As a Purpose-driven and sustainability-focused company, Signet is a participant in the United Nations Global Compact and adheres to its principles-based approach to responsible business. Signet operates approximately 2,600 stores primarily under the name brands of KAY Jewelers, Zales, Jared, Banter by Piercing Pagoda, Diamonds Direct, Blue Nile, Peoples Jewellers, H. Samuel and Ernest Jones. Further information on Signet is available at www.signetjewelers.com.

About Zales

Zales redefines fine jewelry. From jewelry box staples to diamond classics and personalized pieces that represent you, Zales designs are meant to be worn, layered and lived in. Part of Signet Jewelers and blending quality craftsmanship with everyday style, Zales makes fine jewelry within reach. Learn more at Zales.com and follow @ZalesJewelers on Instagram, TikTok, and Pinterest, and @Zales on Facebook and YouTube.

About Blue Nile

Founded in 1999, Blue Nile is a leading online retailer of certified natural diamonds, offering bridal and fashion fine jewelry, exceptional quality and expertly curated collections online and in stores. Blue Nile is operated by Signet Jewelers Limited. For more information, Blue Nile can be found online at www.bluenile.com and on Instagram,

Facebook and TikTok.

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