



NEWS RELEASE

Tom O'Rourke Promoted to President, Diamonds Direct

2025-11-13

By: Claudia Cividino, President Jared Jewelers and Diamonds Direct

As part of our strategy to Grow Brand Love and further differentiate our brands in the marketplace, we recently appointed Tom O'Rourke to the role of President of Diamonds Direct. Tom brings more than two decades of rich leadership experience in the luxury and specialty retail sector, having held senior roles in companies such as Tiffany & Co. and David Yurman. Since joining Diamonds Direct in 2021 as Chief Operating Officer, Tom has driven operational innovation and enhanced the in-store experience.

Tom comes into the role as Itay Berger has decided to step away from the business, taking on an advisory role through year's end. We're so thankful for Itay's many contributions, highlighted by his role in helping to craft the differentiated customer-centric shopping experience that has become synonymous with Diamonds Direct.

As part of my leadership team, Tom now leads the brand's strategic growth initiatives focused on strengthening its position in the bridal and luxury-jewelry market, and continuing to deepen Diamonds Direct's commitment to service, compelling design, and community engagement.

In celebration of his new role, Tom shared, "It's an honor to lead a brand that means so much to our customers, our team members, and the communities we serve. Diamonds Direct has a proud heritage of celebrating life's most meaningful moments, and we're going to continue building on that legacy as we grow and evolve."

I look forward to working closely with Tom and his leadership team to define the next chapter for Diamonds Direct.