

Roy Safit Appointed New CEO of the Fancy Color Research Foundation

January 20, 2025 – The Fancy Color Research Foundation (FCRF) announces the appointment of Roy Safit as its new Chief Executive Officer, effective January 1, 2025. Mr. Safit succeeds Miri Chen.

Mr. Safit brings with him over 25 years of experience in building technology-laden platforms as well as experience in the diamond industry, serving business users. His entrepreneurial spirit and hands-on experience in market analysis and business development make him uniquely suited to lead FCRF into the next phase of growth.

"I am honored to take on the role of CEO and lead the FCRF in its mission to cultivate appreciation for natural color diamonds," said Mr. Safit. "FCRF is uniquely positioned to bring real value to the Fancy Color domain, from mining companies to top retailers and anyone in between. Moreover, FCRF solutions create unparalleled value for jewelry connoisseurs who collect Fancy Color diamonds."

As CEO, Mr. Safit's approach will involve engaging directly with FCRF's members and stakeholders across the market. Addressing the FCRF members, he commented: "Your insights and experiences will be invaluable as we chart our path forward together. I am eager to hear from you and understand how we can continue to drive your growth and deliver meaningful value to the market."

Mr. Safit also expressed his enthusiasm for FCRF's future, saying, "We have exciting new tools and technologies to introduce to the market, and I couldn't be more enthusiastic about what's in store. Together, we will create impactful solutions for the Fancy Color diamond industry."

With a solid track record of negotiating complex contracts, managing sales teams, and leading business development efforts, Mr. Safit is poised to strengthen FCRF's position as a leader in this market. The Fancy Color Research Foundation looks forward to a bright future under Mr. Safit's leadership and is confident that his vision, expertise, and strategic approach will guide the organization toward continued success.

About the Fancy Color Research Foundation (FCRF)

With over 20 years of tracking value information, The Fancy Color Research Foundation (FCRF) is the market leader in providing solutions for establishing value in the Fancy Color diamond domain. FCRF provides key market valuation services, rarity reports, and market intelligence, as well as the renowned Fancy Color Diamond Index. It offers a suite of tools designed to help miners, manufacturers, jewelers, traders, and investors make informed decisions when bringing Fancy Color goods to market.