

WJA Announces Susan Chandler as the 2021 President-Elect of the International Board of Directors

The Women's Jewelry Association (WJA) elected Susan Chandler, Chief Merchandising Officer for Citizen Watch America, as the new President-Elect of the WJA International Board of Directors.

Joining Chandler on the 2021 International Board of Directors is Beth Gerstein who is CEO of Brilliant Earth, the global leader of responsibly sourced fine jewelry; Dr. Raquel Alonso-Perez, Curatrix of the Mineralogical and Geological Museum at Harvard University. She is responsible for access to, teaching, research, public education, and continued development of the world-class Earth Science collections; and Matthew Tratner who currently serves as Director, Global Business Development at GIA.

Susan is a highly respected industry leader. Her great passion, support, and vision for WJA will continue to guide the implementation and execution of WJA's strategic directive to foster community, connection, and collaboration. In 2020 Susan served as the WJA Sponsorship Chair and was instrumental in securing contributions for the organization and securing top thought-leader keynotes for WJA's Awards for Excellence Virtual Event and Chapter Leadership Conference.

"We believe that Susan's strong leadership experience will not only contribute to the future growth and vibrancy of WJA, but will also inspire greater community and connection centered around women working and leading in the jewelry industry as a whole," says Jacqueline Cassaway, WJA President. "Susan's connections inside and outside the industry will allow for further-reaching collaborations and partnerships in the future. "

As chief merchant, Susan oversees the Citizen Watch America brands of Citizen, Bulova, Frederique Constant, Alpina and the licensed brands including Disney, Marvel, Star Wars and Harley Davidson. Prior to this position, Susan joined COA as Vice President of Merchandising for Bulova. Within both fortune 500 and privately held companies, Susan's career has spanned merchant and product development positions within the jewelry and watch industry for over 30 years.

Prior to joining CWA, Susan held senior executive positions at established brands but she began her career as a corporate buyer at Mercantile Stores, Inc. in NYC. With a passion for product and desire to learn more aspects of the jewelry business, she moved to the brand and development side with exposure to domestic and international manufacturing working for Victoria & Co in Providence. Susan brought these skills to Avon Products, as Director of Jewelry and Watches for North America leading design and building assortments for the 26 annual catalog publications. Susan continued to build her jewelry experience in precious and contemporary metals at Frederick Goldman, Inc, and Scott Kay leading the merchant and

product development strategy for the bridal and wedding band businesses. At David Yurman, as SVP, General Merchant, Susan worked directly with the owners to build and launch significant collections within the portfolio. Susan had always been interested in timepieces and movements and that excitement brought her to Citizen Watch America.

Susan grew up in Northwest Indiana and comes from a long line of educators. Throughout her career she has enjoyed coaching and mentoring many teams and individuals.

Susan resides in Montclair, New Jersey, with her daughter, Catherine, and husband, Lou. She enjoys traveling internationally for business and pleasure as well as exploring hiking trails on the East and West coasts.

About the Women's Jewelry Association

WJA's mission is to help women in the jewelry and watch industries advance and develop professionally through networking, education, and leadership development. For more information, visit www.womensjewelryassociation.com.

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