

Worthy Names Former Tiffany & Co. EVP Peter Schneirla as President

NEW YORK, March 17, 2015 /PRNewswire/ -- Online marketplace Worthy.com (www.worthy.com) has named Peter C. Schneirla, an experienced and respected executive in the international jewelry industry, as its first president.

Mr. Schneirla will assume responsibility for forging strategic partnerships, fostering business growth and overseeing the expansion of Worthy's state-of-the-art, in-house grading labs.

"After a rewarding career with some of the top names in luxury, I am thrilled to be joining the Worthy team," said Mr. Schneirla. "As an entrepreneur, I am especially impressed by Worthy's extraordinary team and compelling technology and believe that the Worthy platform represents the future for much of the luxury space."

Before joining Worthy, Mr. Schneirla held various prestigious positions in the international jewelry, colored stone and diamond markets. Peter's impressive resume includes the likes of Tiffany & Co., Harry Winston, DeBeers, LVMH, GIA, and many more. In the eight years he spent at Tiffany & Co., Mr. Schneirla served as executive vice president and ultimately, chief gemologist. He was responsible for expanding the entire jewelry division and for bringing the Tiffany & Co. permanent collection to life.

In the early days of his career, Mr. Schneirla spent a number of successful years at Harry Winston as a sales executive and gemologist and eventually became its vice chairman. He has consulted for numerous high profile business and organizations including Aber, Buccellati, Chanel, Cora Diamonds, DeBeers and the Federal Bureau of Investigation. Throughout his career Mr. Schneirla has examined and consulted on significant collections, including pieces from the British Crown Jewels, the Hope Diamond and the Rockefeller Sapphire.

Mr. Schneirla holds a Certified Gemologist Degree from the Gemological Institute of America and has served as its Director of Resident Education. He also achieved the status of Fellow of the Gemmological Association of Great Britain. Beyond his top-tier education and experience, Mr. Schneirla served on the board of directors of The American Gem society and the Jewelers Vigilance Committee.

Due to his many accomplishments and high profile career, Mr. Schneirla has been dubbed "the Indiana Jones of the gem world" by the *Philadelphia Inquirer*.

"Worthy is ripe to take the luxury industry by storm and Peter is just the guy we want on board to maintain that momentum and push it forward," said Ben De-Kalo, founder and CEO, Worthy. "Peter's experience is unparalleled and we look forward to having him with us as we fulfill our vision of becoming the largest, most secure online marketplace for pre-owned luxury goods."

About Worthy

Worthy (www.worthy.com) is a unique online and secure marketplace for pre-owned luxury goods including diamonds, brand-named watches, jewelry, gemstones and precious metals. The company has developed an unbiased selling platform providing private sellers and retailers with the safest and quickest way to auction high-value items to a market of committed buyers and receive the best market value. By making the process simple and conducting guaranteed item grading, Worthy makes it easy for pre-approved buyers to enjoy a steady stream of deals suited to their business needs. Worthy is headquartered in New York City with an operations center in Texas and a R&D facility in Israel.

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/worthy-names-former-tiffany-co-evp-peter-schneirla-as-president-300051421.html>

SOURCE Worthy
