



STRATEGY MEMO – FORBES EXECUTIVE COUNCIL

To:	ALTR Created Diamonds	
From:	Julia Wakefield	
	T: 212 805 3021	E: jwakefield@rubensteinpr.com
Cc:	Richard Rubenstein, Kristie Galvani	
Team	Liam Ben Zur	
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RPR has completed a short review of the Forbes Executive Council's services in order to identify additional opportunities to enhance Amish's profile and build ALTR Created Diamonds' corporate brand. We have identified the following opportunities to engage with the platform that are worth pursuing in the near term:

AMISH SHAH BIO

RPR reviewed the profiles of other executives involved with the Forbes Council and noted the tendency to use longer-form bios and recommends updating Amish's to match the text we've shared in the below subsection.

RPR also recommends adding the full suite of ALTR's social media properties, including Twitter, to the social media buttons presented on the page.

NEW TEXT FOR BIO

Amish Shah, president of ALTR Created Diamonds, is a forward-thinking entrepreneur leading an effort to leverage technology to democratize classic luxury industries. A third-generation diamantaire, Shah began his career at his family's traditional mined diamond business in 1992, equipped with an accounting and economics degree from Mumbai, India.

After nearly a decade in the business, he left in 2001 to join third-generation American company R & R Grosbard Inc. in New York. Amish was instrumental in transforming the traditional diamond distribution and domestic jewelry manufacturing company establishing a formidable international presence through customized products and specialized processes. Even as he helped grow the company in the United States, he led its international expansion into Australia, South Africa, Mauritius, India, Israel and the European Union.

A pioneer in creating high quality diamonds in a lab, Shah first debuted a line of jewelry set with them in 2006 at JCK Las Vegas, the largest trade show for jewelry. They were among the first of their kind to be displayed at such a high-profile industry event.

In addressing an industry rooted in the tradition of mined diamonds, he was one of the first to prime its conservative market for transformative disruption. Sensing an opportunity to transform the diamond industry and position his family's more than 80-year-old business as a leading disruptor, Amish formed R.A. Riam Group in 2011, absorbing R & R Grosbard's operations and leading a merger with his family's company.

Since launching ALTR Created Diamonds in 2012, Amish has worked consistently to elevate his technological expertise, harnessing it to push boundaries and challenge norms. Today, ALTR Created Diamonds remains the only vertically integrated diamond enterprise that provides a true end-to-end product. It is now a global company, born from its creator's curiosity and instinct, and empowered by his acumen and passion for disruption.

BYLINES

The most attractive benefit of joining the Forbes Executive Councils is the opportunity to publish a monthly column on Forbes.com (29,644,350 UVPM). RPR will draft bylines for approval on a range of topics, including:

- Disruptive technology
- Entrepreneurship
- The democratization of luxury items
- Other timely and newsworthy trends that we identify

RPR will include themes and elements of ALTR's corporate messaging in each byline.

EXPERT PANELS

The Forbes Executive Council posts short questions for executives to answer, such as:

- "When interviewing someone for a leadership position, what is one question that's particularly important to ask? Why is it so important?"
- What is one sign you look for when deciding whether or not to pull the plug on a marketing campaign? Why is this sign a deciding factor?"
- "What is your preferred system for tracking your company's finances? Why does this approach work so well?"

RPR recommends that we draft answers to questions that we believe are a good fit for Amish and ALTR's corporate messaging and posting them on Amish's behalf once approved.

FORUM

The Executive Council member portal also features a forum function, where members post more informal questions and are able to reply directly to each other. Examples of recent questions include:

- “Any thoughts on B2C marketing for large brands and the opportunities to use AI there?”
- “What are the top character traits that you look for in leaders during times of crisis? Why are they important? For example, I look for transparency and truth. I want to hear the hard facts despite how bad it may be. There’s no time for sugarcoating. What are your thoughts?”
- “Are you struggling with the WFH transition? Share tips.”

Engaging with other executives is a powerful networking opportunity and a chance to grow Amish’s profile within this business community.

SPECIAL EVENTS

Forbes Executive Council hosts special, members-only events, including conferences that may include speaking opportunities that RPR will review and recommend on a case-by-case basis. The Council also hosts webinars and digital meetings that may serve as opportunities for networking and enhancing the reputation both of ALTR and Amish among other high-profile business executives.

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