



Media Release

SERRV International Announces New President & CEO

*Williams-Sonoma alum Kate Doyle Betts to lead fair trade organization
in next phase of growth*

MADISON, WI, June 11, 2022 — SERRV International (SERRV), a 72-year-old fair trade organization and retailer, announced today that Kate Doyle Betts has assumed the role of President and Chief Executive Officer. Doyle Betts held previous retail senior leadership roles, including 22 years with Williams-Sonoma where she assumed merchandise and inventory planning roles for Pottery Barn, Pottery Barn Kids, PBTeen and West Elm during the brands' rise to prominence. Her deep understanding of product development and inventory management will build on SERRV's success and expand its reach, and her fair-trade experience will further its long-standing sustainability mission.

"The board of directors and I are pleased to have Kate Doyle Betts joining the SERRV organization. The fair trade space is highly competitive and incredibly nuanced, and we believe her passion for the mission and rich retail experience can bring the brand's established heritage to new audiences." said Ron Kruczynski, Chairman of the Board at SERRV International.

"I am very excited to have the opportunity to lead the SERRV organization," added Doyle Betts. "I am impressed with what the team has built to date, and I look forward to expanding our reach and depth across product categories, countries, artisans, and customers to further fulfill our mission."

Today, SERRV partners with more than 8,000 artisans in 24 countries worldwide, bringing artisanal goods to the market through eCommerce, catalog and wholesale operations. The model provides critical funding to global farmers and local makers, improving communities and financing craftsmanship that has been a vital part of a producer's heritage.

It is a pivotal time for the organization, as the fair trade market has seen increasing complexity over the years. Increasing consumer demand for sustainable, globally-conscious goods makes the mission more relevant than ever, as the company has seen through our customers across all channels.

SERRV International is based in Madison, New Windsor, Maryland, and Westminster, Maryland.

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About SERRV International

Fighting global poverty through fair and ethical trade since 1949. As one of the first fair trade organizations in the world, SERRV International began its mission by helping displaced European refugees trade their handcrafts for income after the Second World War. Since then, we've extended our reach to 24 countries worldwide, working to empower over 8,000 artisans and farmers every year by selling their beautiful handcrafts.

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