

In conversation with ... Rami Baron



Q: How long have you been involved in the diamond industry and where and how did your involvement begin?

A: I've been involved in the industry for 30 years now. I am part of a third generation family of jewellers. I've been polishing jewellery and learning the trade since I was nine years old. I would stop by the business after school – and I've never stopped learning.

Q: What is your company called and what do you enjoy most in your daily work environment?

A: I have a number of companies in the diamond jewellery trade, the most prominent one being Q Report which is a specialist jewellery insurance policy for the consumer. My greatest joy is working with such a motivated team – they constantly come up with suggestions on how we can further improve the business.

Q: Are you married and do you have children, if so what do they do?

A: I've been married for 23 years now and have three children who are all still at school.

Q: What has been your greatest achievement so far?

A: My greatest achievement so far has been raising three well-rounded children who I'm very proud of.

Q: In what way has the industry changed over the years?

A: For me the biggest change has been the pipeline for the distribution of diamonds which has changed drastically due to the Internet. I, personally, believe that the lack of visibility of diamond promotions is a crucial ingredient which is necessary to help advance our industry today.

Q: Are you optimistic about the future of the diamond industry and would you encourage young people to get involved?

A: I'm not only optimistic about the future of our industry; I'm extremely passionate about it. I am convinced that any young person who loves diamonds and jewellery in general should

dive in because all the new changes in today's environment mean opportunities. Where it might have taken years in the past to acquire a degree of visibility, today if you are capable you can be catapulted into achieving success.

Q: What advice would you give a young person thinking about entering the diamond industry?

A: I believe in only a few basic rules that never fails: understand that trust is measured by your actions and that success is 10% inspiration and 90% perspiration.

Q: If you had the choice, would you consider any other profession?

A: Yes, I would have loved to have been a singer – the only problem is I need to be able to sing first.

Q: Do you hold any position in any other club or association other than the WFDB?

A: I am very involved in my local community and my children's school.

Q: Who is your role model and who in the world would you most like to meet?

A: My role model was my father who believed that you could accomplish anything if you were determined enough.

Q: Is there anything you can tell us about yourself that your colleagues might not know about you?

A: It's actually a secret...I have posted photos of the executive committee on an online dating site but apparently no one has gotten a hit yet.

Q: Do you have time for a hobby and if so what do you do?

A: I go to the beach every morning to exercise and watch the sun rise.