

# See how she thrives

*Rapaport Magazine* asks two diamond dealers about the challenges and opportunities of being a woman in the industry.

BY LEAH MEIROVICH

## MICHAL AMRAM FOUNDER OF S.T. AMRAM

### Why did you choose to work in the diamond industry?

I am a second-generation diamantaire; my father, Zvi Amram, is vice president of the Diamond Bourse of Italy. [I grew up] surrounded by diamonds, precious stones and pearls, and learning the fascinating behind-the-scenes stories of these rare natural beauties.

### How did you make your mark?

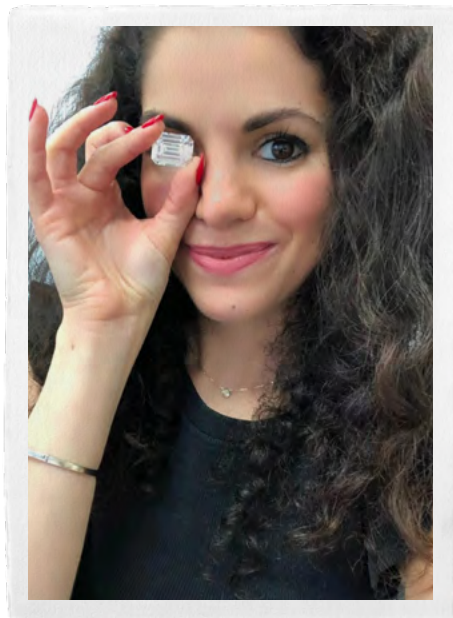
Given my background, it was easier for me to open doors, since my family has a good name in the market. Once you have made it past those doors, it is entirely up to you to be able to work passionately, diligently and true to your words. Since I started my own company, S.T. Amram (today Mia Masterpiece), in 2012, it has been a constant [process of] growth and a daily commitment to showing both suppliers and customers that they can count on me personally and professionally.

### Is there a specific feminine touch you add to the business in this male-dominated environment?

I would say a softness. I am sure that by being gentle and feminine I have achieved more than I would think. At the beginning of my path, I was dressing very conservatively and acting very rigid to put up boundaries, given the fact that I was a very young woman in an older, macho, male-dominated reality. Through the years, and by getting to know people, I was able to be my true self, which is so beautiful.

### Have you ever faced discrimination or felt slighted?

Dealers would think, given my young age, that I would not be up to date with market trends and prices, until I left them surprised. Brokers used to come into my family office. They would ask, "Where is the buyer?" And I would smile and say, "I'm the buyer." Their surprised face was so amusing.



## SIDSEL DALBY GLERUP FOUNDER OF DALBY DIAMONDS

### Why did you choose to work in the diamond industry?

I came to the business on my own, with no heritage and no connections. I grew up on a countryside farm in Denmark, and as a marketing graduate, my career was already gaining momentum at companies like Microsoft and British American Tobacco. At my last job within the gold industry, I evolved my already great passion for diamonds and precious stones. After the completion of my graduate gemologist education [at the Gemological Institute of

America (GIA)], I founded my company, Dalby Diamonds, in 2013.

### What makes you enjoy dealing with diamonds, as opposed to designing?

The technical knowledge is the primary reason for my success: As a gemologist, I might have a geek's approach towards my profession, and it is my actual great passion for diamonds and precious stones that makes it fun to work 60 hours a week.

### Have you noticed any positive changes in the industry – in general and in relation to being a woman?

You are born into this industry, and furthermore you should be a man — two criteria I hardly live up to. In the beginning, I met with a lot of skepticism from established traders, but I have since gained their respect by showing persistence and proving my insights into the industry, along with my technical knowledge of precious stones. Today I see myself as a part of the "family."

### Have you ever faced discrimination or felt slighted?

Not really — maybe because I'm kind of a tomboy. I used to play with cars as a child. I've been trained to hunt by shotgun and rifle, since I was born and raised in the countryside. I also act very straightforward in my communication. Some might perceive me as rude, but I have experienced that it goes hand in hand with the [culture] in the diamond industry.