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# Jamie Mordaunt

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BEng (Hons) • MIMechE • Chartered Engineer

Mobile: 07545 922075

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*A richly experienced engineering and diamond/fine jewellery professional with a strong track record in Account Management, Operations, & Marketing, equipped with an innovative mind which challenges conventional thinking, an engineer's numeracy & analytical skills, and excellent communications skills*

Started own business • 15 years in diamond industry • 13 years with De Beers Group • Extensive international experience • 5 years as a Mechanical Design Engineer in power generation industry

Seeking part-time/contract work in Account Management, Operations, Strategic Development, or General Management in diamonds/jewellery, luxury goods, renewable energy, or a technology-led growth business

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## CAREER HISTORY & ACHIEVEMENTS

*April 2009 – Present*

### **Founder and Managing Director at Diamondthrills Limited**

- Fully responsible for end-to-end inception and start-up of this brand new business based in London, offering the innovative service of renting out fine diamond jewellery for weddings, parties, and other special occasions.
- Key areas of focus: market research, legal setup of company, diamond jewellery selection and sourcing, website design & copywriting, marketing & PR activity including social media, sales, financial planning, pitching to potential investors.
- Achieved PR coverage in UK national newspapers, leading UK bridal magazines, within the BBC's coverage of 2010 Academy Awards in Hollywood, on ITV, and featured on BBC Dragons' Den.

*October 2007 – March 2009*

### **Head of Account Management for Forevermark at De Beers Group**

- Responsible for Forevermark strategy in relation to 'Forevermark Diamantaires' - a select group of the world's leading diamond cutters & merchants, licensed to distribute Forevermark diamonds to around 300 Forevermark Jewellers in Hong Kong, China, Japan and India.
- Built and led team of up to six Account Managers.
- With team, recruited and managed initial group of 30 international Forevermark Diamantaires.
- Worked with leading diamantaires to generate PR using Forevermark diamonds, including 100ct+ stones and pieces on actresses at red carpet events including the Academy Awards.
- Instrumental in the achievement of retail sales of \$100m+ in the 12 months following Forevermark's launch [source: De Beers Press Release, 7<sup>th</sup> December 2009].
- One of just a handful of all global staff selected for the Chairman's Award at De Beers Group.

*March 2004 – September 2007*

### **Forevermark Project Manager at De Beers Group**

- Responsible for strategic development of the Forevermark diamond branding initiative for De Beers for its original Hong Kong launch in 2004 and subsequently in China, Japan and India.
- Presented and recommended Forevermark options and business plan to De Beers Group board.
- Conceived and developed key Forevermark promise: diamonds with 'responsible provenance' from mine to finger, with a '4Cs' quality promise, backed by Forevermark certification for each diamond.
- Managed multi-disciplinary team responsible for strategy, operations, finance, sales and marketing of Forevermark, with management responsibility for \$20m+ budget.

May 2001 – February 2004

**DTC Sales Manager at De Beers Group**

- Responsible for team of up to five Key Account Managers typically selling US\$2-3 billion of rough diamonds per annum to around 40 DTC/De Beers clients ('Sightholders').
- Extensive experience of major diamantaires' operations and businesses in India, Belgium, Israel, Africa, and the Far East.
- Strategic input into sales processes including client selection policies and procedures.
- Served as Personal Assistant to DTC/De Beers Director of Sales and Marketing [Gareth Penny, De Beers Group CEO 2005-2010] during this period.

August 2000 – April 2001

**Project Manager for the DTC Sightholders Extranet at De Beers Group**

- Responsible for strategic and technical development and for the launch of the Sightholders Extranet for DTC/De Beers, the secure online network for the DTC's Sightholder clients.

January 1996 – July 2000

**'Manufacturing Services' Diamond Executive at De Beers Group**

- Diamond cutting & processing experience in Belgium, Thailand, Portugal, Israel, and India.
- On-site project work for diamond cutting factory in Botswana.
- Set up IT and other systems for new diamond cutting factory in Namibia.
- Sales of prepared/cleaved diamonds via Diamdel NV in Belgium.
- Drafted initial manufacturing requirements for De Beers Group Diamond Best Practice Principles.

October 1991 – January 1996

**Mechanical Design Engineer at Alstom Power**

- Recruited as a graduate mechanical engineer into Alstom [GEC Alstom at the time].
- Worked on the design, manufacturing, construction, and servicing of steam turbine plant for power generation projects in the UK and around the world.
- Spent time living and working at Sizewell 'B' nuclear power station in Suffolk during its construction phase.

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**EDUCATION & TRAINING**

2003 – 2004	Chartered Institute of Marketing: Professional Certificate in Marketing
2001 & 2004	Cranfield University courses in <i>Account Management</i> and <i>Intellectual Property</i>
1997	achieved status as Member of the Institution of Mechanical Engineers (MIMechE)
1997	achieved status as Chartered Engineer (CEng)
1987 – 1991	University of Edinburgh, Scotland -- <i>2.1 BEng (Hons) in Mechanical Engineering</i>
1981 – 1986	Wellington College, Berkshire, England -- <i>A-Levels in Maths, Physics &amp; Chemistry</i>

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**PERSONAL**

**Nationality:** British

**Date of birth:** 2 December 1967 (current age 43)

**Family:** married to Fiona since April 2007; 1 daughter, Ella, born 12 February 2010

**Languages:** reasonable French, Spanish, Portuguese; elementary Hebrew and Thai

**Interests:** technology, renewable energy, keeping fit, cooking, sport, travel, walking/climbing, politics

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**REFERENCES** Available upon request