



CORPORATE ADDRESS

860 Aviation Parkway, Ste 900
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www.theigda.org

Joanna Park-Tonks Biography

Joanna Park-Tonks has more than 20 years' experience in the diamond industry with *De Beers, Central Selling Organisation* in London and *The Diamond Information Centre*, Milan and she also held a variety of management positions with the global consultancy *Accenture* and in market insight. Prior to this, Joanna was engaged by the jewellery department at *Christie's Auction House*, London. A passionate advocate for the created diamond segment, which Joanna construes as the equal qualitative counterpart to mined diamonds. She is keen to promote "...*the fair, transparent and accurate dissemination of information and promotion about laboratory grown diamonds. We might construe lab grows as the "Fifth C" in diamond marketing, promoting "Consumer Choice" in the different diamond categories and their respective benefits as they are applicable to varying consumer lifestyle, budgets and taste*".

Joanna holds a BA Honours degree in Combined Arts and Management from Castle, University of Durham, UK. She is also recipient of the Peter Kirk European Scholarship. Joanna speaks English, German, French and Italian and in her spare time supports *Guide Dogs for the Blind*, a cause close to her heart given the visual language of jewellery and the gift of sight.

Contact

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