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Diamond in the Rough Makes It Big: Kim Helman's Promotion to President of Carats Caps 12-Year Career

VANCOUVER (May 15, 2009) – After 12 years at the company, starting as a simple office assistant, Kim Helman was recently chosen to become the new president of Carats, a Vancouver diamond importer and broker. With the company currently poised to launch a major marketing campaign promoting their new website, Carats.com, Helman will definitely have her hands full.

“I’m going to build Carats.com to be the biggest online diamond retailer in Canada, and eventually the world,” says Helman. “We’ll do this by providing the best value on diamonds in the business, which I think everyone can appreciate in the current economic climate.”

Helman started at her career at Carats at the age of 18 alongside her twin sister. The twins only received minimum wage to start, but they worked hard, doing everything the business required.

“We were first hired to do reception, administration, even menial tasks like taking out the garbage,” explains Helman. “But because it was a small company, our roles quickly evolved. We helped with all aspects of the company, including diamond buying & valuation, ring design, sales, customer support, and a lot more.”

Helman’s sister eventually moved on to a position at another company, while Helman herself went on to become the top sales person on the company’s team, while also taking a strong role in the business, eventually becoming the head of Internet development. In addition, she received extensive GIA (Gemological Institute of America) training, which in combination with her background at the company, positioned herself as the most knowledgeable, most experienced person after 12 years with the company.

According to Helman, she has come a long way since her teenage years. “Life was a constant struggle. My sister and I were raised alone by our single Mom. My sister and I started working in our early teens to help pay the bills. And when my sister went to college, I kept working full-time to support her.”

Helman was never able to go to college herself. She built her career on hard work and dedication and her promotion to president is the culmination of her efforts.

“It’s hard to believe I am where I am today, when I think back to where I started,” says Helman. “I’m living proof that a person truly can work their way to the top.

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