

Podcast: Digital or Bust?



RAPAPORT... Diamond and jewelry companies have raised the stakes when it comes to using online platforms to engage with clients and consumers. But what does it mean to be digitally relevant in today's ever-changing e-commerce and social-media space?

In the first episode of Rapaport's new "Technology and the Diamond Trade" podcast series — sponsored by Sarine Technologies — Rapaport Senior Analyst Avi Krawitz spoke with three experts about the importance of building a digital strategy: Ben Smithee, founder and CEO of the Smithee Group; Grant Mobley, trade director at the Natural Diamond Council (NDC); and Sam Karmiel, owner of Icerock Diamonds.

The panelists offered their assessment of the current digital landscape, along with an outlook on the tech trends that will shape the market in 2021. They also provided valuable tips to ensure diamond and jewelry companies stay ahead of the curve.

Listen to the podcast below and view more information about the technology series [here](#).

Images (from left): Ben Smithee, Grant Mobley and Sam Karmiel.