

Interview



**Joshua ST JOHN**  
USA

**Tell me about yourself?**

I grew up in Connecticut near the Massachusetts border. More farm land and hills than the mansions and yachts of the New York City suburban Connecticut! I always had an interest in nature, minerals, as well as technology. I was lucky as my High School had an amazing Tech Department, equipped with CNC mills, lathes, and drill presses. We even had early releases of 3D modeling software!

I went on to participate in AmeriCorps and was assigned to a "not for profit" experiential education company, taking groups rock climbing, trekking, and teaching leadership skills in the majestic hills of Front Range Colorado. When my term expired at 21, I took all my savings and went to India. It was in India that I was first exposed to the colored gemstone trade, and as soon as I saw the brilliance of cut stone, I was hooked!

**What experience do you have in this field?**

Over the past 8 years I have worn so many hats. From gem dealer to private jeweler but also lapidary job shop sales rep, precious metal casting account executive, product development manager for a casting company and 3D model maker!

I am so thankful for my career. It has taken me to 18 different countries, introduced me to my best friends, taught me how to bootstrap, and make my own way in life.

**What brought you to work with us?**

The whole process happened pretty quickly. I replied to a posting on the Internet. I only had a passing familiarity with 3DESIGN at the time,

from seeing the program at the MJSA Show in NYC. After talking with Cyril Saelens (Business Manager) and Tim Grabrovaz (Regional Vice President), and hearing their goals, strategy, and style, I knew it was the perfect fit for me.

**What is the most fun you have had with us?**

That's a hard one, as it has been a busy few months! I guess I would have to say the MJSA show. I had the opportunity to work with the Rio Grande crew (worldwide supplier of jewelry tools & equipment and new privileged partner). I really enjoyed the time I got to spend with all of them. The founder Eddie Bell made a huge impression on me. He knows jewelry inside and out, and his passion is still evident after many ears in the trade.

Jewelry is an interesting industry, it is a secretive industry, and it relies on trusted partners to operate. The Rio Grande partnership means a lot for us in the USA, and I look forward to unlocking the synergies and developing the market together.

**What is your next big challenge?**

We just had our first NYC training. We are currently developing a new curriculum, and need to train an army of design professionals to be fluent in 3DESIGN CAD.

3DESIGN CAD is the most advanced jewelry-modeling program on the market, and we need the talent to fill the seats. I am excited at the momentum we have, and my biggest challenge is to keep that momentum building throughout the entire year!