

VOICES IN EDUCATION

Jewelers share how they're helping their teams keep learning on the job. **By Joshua Hendren**



SHEFALI MURDIA

Vice president of marketing,
Movado Group

"We continually invest in developing training manuals, videos, and sales tools to support both our internal teams and retail partners. This commitment helps ensure that every part of our organization remains connected to Movado's legacy and equipped to deliver excellence."



CORINA MADILIAN

Co-owner and designer,
Single Stone

"The most important training is hands-on, on the sales floor. Providing instant feedback after each opportunity or sale helps solidify the experience and improve the next one. It's just as important to compliment a sale as it is to provide feedback; it helps validate suggestions and build confidence."



REAGAN GARVIN

Sales operations manager, M.S. Rau

"We support our team in pursuing external education, including courses from luxury experts and certifications from the Gemological Institute of America (GIA), such as [its Applied Jewelry Professional (AJP) and Graduate Gemologist (GG) programs]. Many of our staff hold at least one GIA credential, and we provide ongoing training via expert collaborators."



DANIELLE TASSONE VENTURA

Director of learning and consulting
services, Signet Jewelers

"We recently partnered with the GIA to establish an in-house training program aimed at filling the industry's high demand for bench jeweler talent. We launched this initiative to modernize the jeweler training model and further support long-term skill development within our team."



RHETT RAMSAY OUTTEN

Co-owner, Croghan's Jewel Box

"We view education as a cornerstone of our team's success. We currently have four GIA-certified gemologists on staff and are proudly sponsoring three more team members in their GIA studies. Each year, we send staff members to the American Gem Society (AGS) Conclave, where they can engage with other professionals and stay current with trends and innovations in the jewelry industry."



SHAYNA EGAN

Bench jeweler training manager,
Green Lake Jewelry Works

"We offer paid apprenticeship opportunities for candidates who have little to no experience with metalsmithing or traditional bench skills. They are thriving with our on-the-job training, learning jewelry repair and restoration as well as being coached in our custom side skills, such as pavé-style setting and engraving."