

In the C-Suite: Samuelson's Diamonds CEO is putting a new shine on an old business

➔ SUBSCRIBER CONTENT: Oct 8, 2018, 7:50am EDT

After 96 years in its downtown Baltimore retail space, Samuelson's Diamonds & Estate Buyers moved into its new, custom-built office in Baltimore County two weeks ago.

The move is a reflection of the changing nature of brick-and-mortar stores to make them more experience-based rather than focused around products, said CEO of the jewelry company Ron Samuelson.

In its new location, the company will shift to become more like its sister store, Samuelson's Buyers in [Chevy Chase](#), which has an appointment-only model it has found to be successful.

The new office will also focus more on its estate buying and retail bridal sales.

Samuelson joined the family diamond business in the early 90s, and launched Samuelson's Buyers in 2010 after seeing an opportunity in the purchasing of jewelry from sellers.

The new space in Baltimore County's Quarry Lake has a hybrid office with consultation rooms to sell jewelry and a retail showroom.

The BBJ caught up with Samuelson to talk about the new space and future plans for the company.

What does Samuelson's Diamonds hope to achieve by moving to its new location? We moved to a private office rather than a retail store after the success we had with our [Chevy Chase](#) appointment-only model and to be closer to our families in Baltimore County. We also believe that taking the time for one-on-one appointments is a valuable service.

Share one challenge you face that is unique to your industry. Lab-grown diamonds are a trend in our industry that is a concern for us, not so much as retailers, but as estate buyers. Detection of these man-made diamonds is a growing concern. We sell only natural diamonds, and are working with other diamond dealers on detection of lab-grown vs. natural diamonds.

What will become of the former retail space? We are still owners of the 400 block of West Baltimore Street, where we had our store from 1972-2018, and we will continue to support Baltimore City.

Advice for young professionals in your industry? My grandfather and founder of our company, Milton Samuelson, always used to say, "You have to change with the times." This is very evident in the diamond industry, which was once a very secretive world. Now, it's important to be open and transparent and your clients will appreciate it.

What's next for Samuelson's Diamonds? Now that we have our Baltimore space solidified, we are going to work on our Washington, D.C., presence. We've been in [Chevy Chase](#) for eight years, and are looking to expand our reach in the D.C. area.

Tell us a fun fact about yourself. I play in a local band, Heller Highwater. We've played at the 8x10 Club on Cross Street and local spots like Citron in Quarry Lake. Of course, I love going out in Harbor East. My go-to restaurants for family occasions are Tio Pepe and Prime Rib.

Ron Samuelson

Title: CEO

Company: Samuelson's Diamonds & Estate Buyers

Age: 45