

Diana Choyleva

Chief Economist



It is increasingly rare to find an economist who eschews the conventional wisdom and is prepared to think for herself. In today's uncertain world it is a priceless quality. Diana Choyleva is such a person."

Mervyn King

Governor of the Bank of England, 2003-13

Diana Choyleva is Chief Economist at Enodo Economics, an independent macroeconomic forecasting consultancy she set up in 2016 to untangle complexity, challenge the consensus, and give pointers to the future by making sense of today.

For 16 years prior she worked at Lombard Street Research, most recently as their Chief Economist and Head of Research, setting the agenda for the firm's team of economists and strategists while conducting her own global analysis. She joined LSR after completing her master's degree in Economics in 2000 and over the years has covered a wide range of developing and developed economies. Diana became a director of LSR in 2005 and headed the firm's UK Service from then until 2009. Between 2010 and 2013 she was based in Hong Kong overseeing LSR's expansion in Asia.



Career timeline

2016-present

Chief Economist, Enodo Economics

2013-2016

Chief Economist and Head of Research, LSR

2010-2013

Chief Asia Economist, LSR (Hong Kong)

2005-2009

Head of UK Service, LSR

2002-2005

Senior Economist, LSR

2000-2002

Economist, LSR

Academic history

1998-1999

University of Warwick

MA in Economics, specializing in International Monetary Economics.

Recipient of the University's merit-based Scholarship for East Europe.

1994-1998

University of Sofia

BA in Economics (equivalent to First Class Honours).

1997

Exchange student at the University of Oslo on a Norwegian Government scholarship.

Media experience

Diana writes regular opinion pieces for the Financial Times, Wall Street Journal, Barron's, etc. She has extensive global experience engaging with all manner of audiences and has made frequent television appearances on BBC, Bloomberg, CNBC, including on BBC's Newsnight on the day that Lehman Brothers collapsed.

Published work

She has co-authored two books on the global economy with Charles Dumas. In 2011, they published "The American Phoenix", which predicted a wrenching slowdown in China and a troubled decade for Europe but greater resilience for America's economy.

In 2006 "The Bill from the China Shop" explained how Asia's savings glut was driving US households ever deeper into debt and why the process was unsustainable.

Charitable work

For the past ten years, Diana has actively supported Cardboard Citizens, a charity making life-changing theatre with and for homeless people for over 25 years. In 2007 she set up the Development Committee to run fundraising events in aid of Cardboard Citizens. So far it has hosted four biennial auction dinners, raising over £500,000 in eight years. In 2015 she joined the Board as Trustee.

Other information

In 2007 Diana was shortlisted for the UK's annual SBE Rybczynski Prize in economics. She is a native Bulgarian speaker and is fluent in English, Spanish and Russian.