

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 a leading expert on China's economy and politics. She is Chief Economist at Enodo Economics, an independent macroeconomic and political forecasting company she set up in 2016 to untangle complexity, challenge the consensus, and give pointers to the future by making sense of today.

Enodo's focus is China, one of the most misunderstood economies in the world, yet one of the most important to figure out. Diana has been covering China since 2001.

Before Enodo she worked at Lombard Street Research (now TS Lombard) for 16 years, most recently as their Chief Economist and Head of Research. 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.



Published work

She has co-authored two books on China and the global economy with Charles Dumas.

"The American Phoenix" (2011) predicted a wrenching slowdown in China and a troubled decade for Europe but greater resilience for America's economy.

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

Media experience

Diana writes regular opinion pieces for the Financial Times, Wall Street Journal, Nikkei Asian Review, Barron's and others.

She has extensive global experience engaging with all manner of audiences, including being a regular speaker at the Bloomberg New Economy Forum.

Diana has made frequent television and radio appearances on BBC, Bloomberg, CNBC, including on BBC's Newsnight on the day that Lehman Brothers collapsed.

Charitable work

Diana actively supports 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 the charity.

So far it has hosted five biennial auction dinners and a range of other events, raising over **£885,000**. Between 2015-2018 she was a Trustee on their Board.

Awards

- 2017** Inspiring Leader Award for London and the South at Forward Ladies/HSBC Women in Business National Awards
- 2007** Shortlisted for the UK's annual SBE Rybzcynski Prize in economics

Academic history

- 1998-1999** University of Warwick MA in Economics Full merit-based scholarship
- 1994-1998** University of Sofia BA in Economics (First Class Honours)
- 1997** University of Oslo Exchange student Norwegian Government scholarship

Other information

Diana is a member of the Political Economy Club, founded in 1821.

She is a native Bulgarian speaker and is fluent in English, Spanish and Russian.

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