

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 and its global impact. Diana has been covering China for over two decades and has written three books.

In 2023 she joined JPMorgan Asia Growth and Income plc as a Non-executive Director to the Board.

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 three books.

“China’s Quest for Financial Self-reliance”

(2022) explains how Beijing plans to decouple from the dollar-based global trading and financial system.

“**The American Phoenix**” (2011) predicted a wrenching slowdown in China and a troubled decade for Europe but greater resilience for America’s economy and stock market.

“**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.

Non-executive Director experience

Diana joined JPMorgan Asia Growth and Income plc as a Non-executive Director to the Board in March 2023.

Media experience

Diana writes regular opinion pieces for the Financial Times, Wall Street Journal, Nikkei Asian Review, Foreign Policy etc. She has extensive global experience engaging with all manner of audiences and is a regular commentator on Bloomberg, the BBC, CNBC and others.

Charitable work

Diana actively supports Cardboard Citizens, a charity making life-changing theatre with and for homeless people for over 30 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 **£1,085,000**. 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 Rybzycki 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.

 [linkedin.com/in/dianachoyleva](https://www.linkedin.com/in/dianachoyleva)

 twitter.com/choyleva

For more information or to request a high resolution photo please email press@enodoeconomics.com