



Jiahong Juda
Senior Associate

"I was on the cusp of completing the next critical step in my transition after being at an impasse between what I needed to do and what I thought was possible. Jiahong was singularly responsible for showing me that there was a path, albeit, not an easy one, through the impasse. I will be forever grateful to her for working with me to find the way forward".

-Division President of a Fortune 500 Company

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Dr. Jiahong Juda's specialty is helping individuals, teams and organizations approach their challenges in new ways that provide short- and long-term benefit. She helps her clients identify points of maximum leverage and discover different modes of thinking that reveal hidden potential and bring sustainable positive change.

She is a coach and consultant serving primarily as an "exploration partner." She brings a deep understanding of how human nature manifests as behaviors in the professional world, and through this helps to effect positive behavior change. Her ultimate goal is to support individuals and teams to access their full potential through their daily work, and achieve the results that are most important to them.

Dr. Juda's approach in partnering with clients includes key elements:

- Creating a safe space to enable genuine, mindful interactions that harness collective wisdom, especially when stakes are high
- Using emotions as clues to uncover the deeper forces driving behavior
- Uncovering creative tensions as well as sources of energy
- Building tools and processes that facilitate meaningful interactions
- Identifying leverage points that provide focus and positive dynamics

For the past 10 years, she has been devoted to her work as a professional consultant and coach. Previously she:

- Grew up in China during the Cultural Revolution, during which she was "re-educated" in farms, factories, and even the military. She taught physics in a junior high school.
- Came to the US for graduate school in 1983, where she received her Ph.D. in Physics from the University Wisconsin-Madison.
- Worked as an astrophysicist at Harvard-Smithsonian Center for Astrophysics from 1993 to 1997.
- Joined a startup company, Speech Technology and Applied Research in Lexington, MA, where she made the transition from science to business and served as a member of the Board of Directors.
- Co-founded WEST (Women Entrepreneurs in Science and Technology) in 2000, promoting entrepreneurial ways of thinking, and ran it for 5 years as the chief executive.